



What Could Be More Inspiring Than Honesty?: How and Why Honest Tea Keeps Its Brand Promises

Jim Champy

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This Element is an excerpt from *Inspire!: Why Customers Come Back* by Jim Champy, available in print and digital formats.

The Honest Tea story: building a company on truth, customer engagement, and total transparency. With truth as its credo, Honest Tea encountered its first test with a new drink called Zero. Labels were at the printer when the partners discovered their sweetener would add 3.5 calories per bottle. Anything below 5 calories can legally be rounded down to 0: No one would need to know. But for Honest Tea, the discrepancy was crucial.

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