



Media information  
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## **Tetley – everyone’s cup of tea**

Tetley has a range of teas with something to suit everybody – which explains why it really is ‘everyone’s cup of tea’.

### **Tetley, the everyday tea we know and love – refreshing eight million households in the UK**

Tetley tea’s unique blend makes it Britain’s favourite tea, bought by over eight million households in the UK alone. The famous blend comprises three main components: Assam teas from the north of India for body and strength, African teas for Tetley’s distinctive ‘red’ colour, and Ceylon teas for a smooth refreshing finish. Tetley tea is available in unique Drawstring and round tea bags and accounts for 29% volume share of the convenience market.\*

### **Decaf - all the taste, none of the caffeine**

Tetley Decaf has all the taste of Tetley, but none of the caffeine. So it not only baffles sceptics who thought tea without caffeine could never taste this good, it also makes Tetley Decaf the clear leader in the UK’s rocketing decaffeinated market. Already worth a hefty £25m, this sector has a long way to grow yet, fuelled by Britain’s surging interest in health and well-being. And Tetley Decaf, with a 35% volume share in the UK market, will surely remain at its heart.

### **Tetley Extra Strong – tea with a bit of muscle**

Bulging with taste, Tetley Extra Strong is a full bodied and vigorous tea which preserves the distinct Tetley characteristics. Its blend of teas from India and Africa imbue it with vivid colour and resounding depth. No pick me up has ever tasted so good.

### **Tetley Organic - taste the difference**

Tetley Organic is grown using traditional methods and is carefully sourced from select tea estates. This makes it a highly fertile blend which has been stamped with approval from the Soil Association. You can really taste the difference in the organic blend and it’s no wonder that tea drinkers are voting with their taste buds, making Tetley Organic the fastest growing organic tea in the sector with a 19% volume share.

## **Tetley Green Teas**

Exuding freshness and purity, Tetley Green Teas come in four varieties and situate Tetley at the forefront of the UK's fast-growing green tea market, with a 10 % market share currently worth £14.8m. Traditionally cherished by the Chinese and Japanese for its therapeutic properties, green tea's allure is no less compelling today.

Tetley Green Teas come in resealable canisters which ensures that the last tea bag is just as fresh as the first. The leaves of Tetley Green Tea are dried immediately after harvesting, so the taste is fresh and pure and the brew has a distinctive emerald colour. The leaves are best brewed with water just before it boils. That way, the tea retains its delicate flavours and prevents any bitterness. Any green tea can be sweetened with honey or sugar.

### *Tetley Green Tea Pure – an oriental pleasure*

The tea leaves are gently steamed to preserve their intrinsic fresh flavour and deliver a rounded taste.

### *Tetley Green Decaf – all the pleasure, none of the caffeine*

This decaffeinated tea has a lovely, light, grassy, smooth flavour guaranteed to transport you into a state of tranquility. With the same fresh flavour of Tetley Green Tea Pure but with none of the caffeine, you really can have your tea and drink it.

### *Tetley Green Lemon – delicately refreshing*

Combining the delicate taste of green tea with the zesty freshness of lemons, this tea is the perfect pick me up. The two distinctive flavours blend beautifully to create a light, refreshing drink.

### *Tetley Green Mint – stimulating the senses*

A combination of the freshness of mint with the distinctive taste of Tetley Green Tea creates the perfect pick me up.

## **Tetley Herbal Infusions**

Naturally healthy, light and refreshing, Tetley's caffeine-free herbal range has enough variety to suit every taste and mood, whether it's the svelte tones of Camomile, Redbush or Cranberry or the brighter taste of Peppermint. With each variety traditionally known for particular health properties and available in resealable canisters to keep the tea bags fresh, Tetley herbal infusions are the perfect accompaniment to a healthy diet.

### *Redbush – the new Tetley experience*

A new experience which will help you feel full of vitality throughout the day. Only grown in the sun-drenched wildness of the Cederberg Mountains, this drink will stimulate your senses. It is a crystal clear red drink with a distinctive aroma and a clean and refreshing taste. It can be enjoyed with or without milk.

### *Camomile – a soothing elixir*

Redolent of fresh fields of daises and spring sunshine, camomile calms and soothes like nothing else. Perfect pre-bedtime.

### *Camomile Lemon – a reassuring citrus addition to the classic Camomile*

The same relaxing and calming properties, but with the added refreshment of lemon to keep the taste buds dancing.

### *Ginger Mint – a tangy temptress*

Cool mint with warming ginger might sound an unlikely combination, but Ginger Mint is a soothing refreshing drink.

### *Peppermint – a wave of freshness*

Made from European peppermint, this tea packs a powerful punch, freshens breath and clears the mind. Great after dinner.

### *Redbush & Vanilla – a taste of the exotic*

The earthy flavour of Redbush tea suits the smooth taste of vanilla, making it an altogether exotic taste experience.

## **Fruit Infusions**

Tetley have a fruit infusion for everyone – from the traditional Summer Berry Merry to tangy Pomegranate. All come packed in re-sealable canisters, to preserve that fruity aroma and taste. Tetley fruit infusions are naturally caffeine free – making them the perfect accompaniment to a healthy diet. To sweeten, add honey or sugar.

### *Blackberry Bounce – a burst of flavour*

The flavour of late summer fruits squeezed into one healthy refreshing cup. Childhood memories of blackberry-picking are purely optional.

### *Lemon Tangerine – the zesty surprise*

The sweetness of ripe tangerines with the zesty refreshment of lemon, ideal for those summer cocktails and iced desserts.

### *Mango Passionfruit – the tasty escape*

Sweet soft mango and tangy passion fruit thrown together for a sultry tropical flavour. The ultimate escapism.

### *Pomegranate – the undiscovered gem*

The hidden gems of the Mediterranean, pomegranates mix succulent sweetness with a sharp twang.

### *Summer Berry Merry – a bright delight*

This triumvirate of blackberries, raspberries and strawberries wields absolute power over any taste buds.

### *Sweet Cranberry – a sweet treat*

Ruby red cranberries have a light, sunny, refreshing flavour, with the berries' inherent tartness balanced by sweeter fruit and flower ingredients.

## **Tetley Speciality teas**

Savour the classical luxurious taste of Tetley Speciality teas, from the much-loved English Breakfast or sophisticated Earl Grey to the seductively creamy Earl Grey & Vanilla. All of Tetley Speciality range comes in premium re-sealable canisters, so the last cup is as fresh, sophisticated and subtle as the first.

### *English Breakfast – the stylish start to the day*

Start the day in style with Tetley English Breakfast. Rich in full-bodied black teas from around the world, the result is an invigorating and refreshing blend irresistible to even the bleariest of eyes. Tetley English Breakfast is smooth enough to enjoy later in the day too!

### *Earl Grey – the height of sophistication*

Tetley Earl Grey blend is made from fastidiously selected full bodied tea from South West China. The rind of a small acidic orange called bergamot is added and the tea assumes a zesty, almost ethereal, quality. Tetley Earl Grey can be served with lemon or a dash of milk any time of the day.

### *Earl Grey & Vanilla – the classic tea with a twist*

Mellow vanilla jousts with the delicate zesty taste of Tetley Earl Grey with every sip of this tea, teasing the taste buds and soothing the mind. Again, these teas can be served with lemon or milk.

## **Tetley Plus – soothing tea for your personal oasis**

A cuppa to stroke your brow and massage your temples. Tetley Plus soothes away the stresses of today's hectic lifestyle by combining the great taste of normal tea with a sprinkling of carefully selected added herbs. Designed for drinking with milk, Tetley Plus satisfies that urge for a cup of tea, yet manages to make the world a quieter calmer place with its herbal magic. Tetley Plus comes in three delicious varieties: Calming, with camomile, lemon-balm and honey; Uplifting, with ginseng and peppermint; Wellbeing, with echinacea and lemon.

[www.tetley.co.uk](http://www.tetley.co.uk)

[www.tetley.com](http://www.tetley.com)

[www.teaexperts.co.uk](http://www.teaexperts.co.uk)

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\* All figures are from AC Nielsen Scantrak Impulse week ending 28/10/06.