



Media information
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Tetley - the voice of tea

Tetley has over 150 years of expertise, tradition and heritage and with a range of teas offering something for everyone. It is indeed Britain's favourite tea.

Tetley – everyone's cup of tea

From having wowed the public by introducing the first teabags in the UK in 1953, Tetley is bang up to date even today with a range of tea offerings.

From the classic everyday Tetley to Extra Strong, Decaf, Organic, Redbush, Green, Herbal, Fruit and Speciality tea bags - there truly is something for everyone. People trust Tetley and are encouraged to try the different teas that they would not have otherwise done.

Tetley makes tea for everyone which makes them everyone's cup of tea.

Leading the sector

Tetley don't follow the rest of the industry and dare to step out with bold new and original variants such as Extra Strong tea, Camomile Lemon, Earl Grey & Vanilla and Pomegranate, amongst others.

Fresh thinking is applied even to the packaging to make it more consumer friendly. Tetley launched a compact new packaging format - the soft pack, which significantly saves shelf space for both consumers and retailers. Tetley also launched its 'Special Teas' in unique resealable canisters – the first for the sector, to ensure that the last bag is as fresh as the first.

Tetley expertise

Tetley prides itself on its world famous tea tasters and blenders. The Tetley experts have over 113 years of combined buying and blending experience which is used to create the perfect cuppa. Each one of Tetley's buyers and blenders is trained for over five years including a year spent in a tea producing country such as Sri Lanka.

In a specially designed tasting building at the Tetley headquarters tea buyers and blenders taste up to 600 different teas a day. These teas may come from over 10,000 different tea estates from around the world so the challenge is to make sure that they blend the teas such that consumers at home still get the same great Tetley taste in each cup.

It's no wonder then that we all enjoy cup after cup of refreshing Tetley thanks to the blending magic of the Tetley experts.

Tetley heritage

Tetley has been in the business of making tea in and for Britain for over 150 years. During this time Tetley has established itself as a firm favourite of Great Britain and has firmly established itself in British culture.

Tetley was the first to launch the humble tea bag in the UK in 1953. In 1989 it launched the iconic round tea bag followed by the unique 'no drips-no mess' drawstring bag in 1997.

Tetley's much loved Tea Folks entertained and informed consumers for over 30 years and are now on a well earned sabbatical after having worked so hard for Tetley.

With such a rich heritage, brand leadership, years of expertise and range of teas, it is no wonder that Tetley is truly the voice of tea.

www.tetley.co.uk

www.tetley.com

www.teaexperts.co.uk

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Notes:

All figures are from Nielsen Scantrak Impulse week ending 28/10/06