

Recommended contract catering range

Core range

Additional range

Merchandising

Directors dining



Envelopes: Traditional English; Earl Grey; Darjeeling; Peppermint; Camomile.



Envelopes: Ceylon; Pure Green Tea; Luxury Chocolate Indulgence.



Twelve-compartment box.

Staff catering



String & Tag: Everyday.
Envelopes: Peppermint; Camomile; Cranberry, Raspberry & Elderflower.



String & Tag: Earl Grey; Traditional English Decaffeinated.
Iced Tea: Green Tea & Lemon; Peach.
Options low-calorie hot chocolate sachet.



Four-tier black & gold carton display stand.



For more information please call Twinings Telesales on 01264 348681, or visit www.twiningsfs.co.uk



Contract Catering

A premium brand

- 300 years of experience and innovation provides a unique insight into consumer needs
- Twinings is the brand consumers look for when out of home*
- Outlets serving Twinings are perceived to be of high quality by association

The market opportunity

- Consumers are increasingly 'trading-up' to premium teas
- Twinings wide range keeps menus stimulating, encouraging consumers to remain on-site

The profit opportunity

- Consumers are prepared to pay a 15% price premium for premium teas* = more profit per cup
- Premium teas attract incremental sales such as cakes and sandwiches*

* Source: New Focus Research, 2004