

Recommended hotel range

Core range

Additional range

Merchandising

Breakfast			
<p>Front of house</p>  <p>Back of house</p>  <p>Envelopes: Traditional English; Earl Grey; Peppermint; Lemon & Ginger. One-cup teabags: Everyday</p>	 <p>String & Tag: Traditional English Decaffeinated. Envelopes: Cranberry, Raspberry & Elderflower; Pure Green Tea.</p>	 <p>Three-tier wooden envelope display unit. Four-tier black & gold carton display stand.</p>	
In-room			
 <p>Envelopes: Traditional English or Everyday.</p>	 <p>Envelopes: Earl Grey; Peppermint; Camomile. Options low-calorie hot chocolate sachet.</p>	 <p>In-room tea tidy.</p>	
Conference			
 <p>Envelopes: Traditional English; Earl Grey; Peppermint; Camomile; Pure Green Tea.</p>	 <p>Envelopes: Lemon & Ginger; Cranberry, Raspberry & Elderflower; Orange & Lotus Flower Green Tea. Options low-calorie hot chocolate sachet.</p>	 <p>Twelve-compartment box.</p>	
Lounge			
 <p>Envelopes: Traditional English; Earl Grey; Peppermint; Camomile; Cranberry, Raspberry & Elderflower; Pure Green Tea.</p>	 <p>Envelopes: Darjeeling; Lemon & Ginger; Orange & Lotus Flower Green Tea. Luxury Chocolate Indulgence.</p>	 <p>Twelve-compartment box.</p>	

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



Hotels

A premium brand

- 300 years of experience and innovation provides a unique insight into consumers needs
- Outlets serving Twinings are deemed quality by association

The market opportunity

- Proven consumer demand for premium teas in hotels
- Tea is enjoying a renaissance – take advantage at breakfast, in-room, in-lounge, and at conferences

The profit opportunity

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



* Source: New Focus Research, 2004