

Recommended leisure range

Core range

Additional range

Merchandising

Tourist sites



Envelopes: Traditional English; Earl Grey; Peppermint; Camomile; Pure Green Tea.



Envelopes: Cranberry, Raspberry & Elderflower. Iced Tea: Green Tea & Lemon; Peach. Options low-calorie hot chocolate sachet. Max for Milk Strawberry.



Three-tier wooden envelope display unit.

Sports clubs/gyms



Envelopes: Everyday; Earl Grey; String & Tag; Traditional English Decaffeinated; Peppermint; Camomile; Pure Green Tea.



Envelopes: Lemon & Ginger; Cranberry, Raspberry & Elderflower; Orange & Lotus Flower Green Tea. Iced Tea: Green Tea & Lemon; Peach. Options low-calorie hot chocolate sachet.



Four-tier chrome carton display stand.



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



Leisure

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

- Decaffeinated Teas, Infusions and Green Teas meet consumer demand for healthier lifestyle products
- Iced teas are a healthy, fruity alternative to carbonated drinks and squashes

The profit opportunity

- Consumers are prepared to pay a 15% price premium for premium teas* = premium profit opportunity

* Source: New Focus Research, 2004