

Recommended pub and bar range



Core range

Additional range

Merchandising

Traditional pubs



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



String & Tag: Traditional English Decaffeinated. Iced Tea: Green Tea & Lemon; Peach.

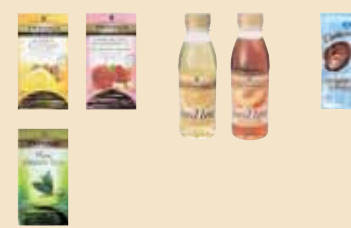


Four-tier black & gold carton display stand

Contemporary bars



Envelopes: Everyday; Earl Grey; Peppermint; Camomile.



Envelopes: Lemon & Ginger; Cranberry, Raspberry & Elderflower; Pure 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



Pubs and bars

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

- Iced teas are a healthy, fruity alternative to carbonated drinks and squashes
- Infusions are a low-calorie, caffeine-free alternative to coffee
- Speciality tea sells at a premium price versus mainstream tea
- Options offers a low-calorie indulgent treat for your female consumers

The profit opportunity

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

* Source: New Focus Research 2004

