

Recommended restaurant range

Core range

Additional range

Merchandising

Restaurants



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



Envelopes: Ceylon; Darjeeling; Lemon & Ginger; Orange & Lotus Flower Green Tea; After Dinner Mint. Luxury Chocolate Indulgence.

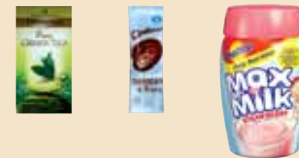


Twelve-compartment box.

Quick service restaurants



String & Tag: Everyday; Earl Grey. Envelopes: Peppermint; Camomile.



Envelopes: Pure Green Tea. Options low-calorie hot chocolate sachet. Max for Milk Strawberry.



Four-tier chrome carton display stand. Branded paper cup.



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



Restaurants

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 deemed quality by association

The market opportunity

- Tea is experiencing a renaissance out of home, with consumers looking for an 'experience' from premium teas and infusions
- Twinings are driving market growth for healthy beverage ranges, including Infusions, Green Teas and Decaffeinated Teas

The profit opportunity

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

* Source: New Focus Research, 2004