

Recommended travel range

Core range	Additional range	Merchandising
<p>Motorway Service Area</p>  <p>One-cup teabags: Everyday. String & Tag: Traditional English; Earl Grey. Envelopes: Peppermint; Camomile.</p>	 <p>String & Tag: Traditional English Decaffeinated. Options low-calorie hot chocolate sachet.</p>	 <p>Four-tier black & gold carton display stand. Branded paper cup. Options three-tier sachet display stand.</p>

Standard range	Additional range	First class range
<p>Rail/Ferry – on board</p>  <p>String & Tag: Everyday; Earl Grey. Envelopes: Peppermint; Camomile. Branded paper cup.</p>	 <p>String & Tag: Traditional English Decaffeinated. Options low-calorie hot chocolate sachet.</p>	 <p>Envelopes: Traditional English; Earl Grey; Peppermint; Camomile; Pure Green Tea.</p>

Standard range	First class range
<p>Airline – on board</p>  <p>Three-pint teabags: Everyday.</p>	 <p>Envelopes: Traditional English; Earl Grey; Peppermint; Camomile; Pure Green Tea.</p>

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



Travel

A premium brand

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



The market opportunity

- With the growth of 'on-the-go' consumption, consumers still demand premium quality brands
- Tea is still the most popular drink in the UK



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