

# How to sell

# TWININGS

# Green Teas

## Scenario 1

Your customer is unsure what green tea is or why they would drink it.



### Why drink green tea?

Green tea is an ideal accompaniment for people wanting a healthy lifestyle today. Green tea is a natural source of antioxidants that may help protect the body from damage caused by free radicals. Green tea is naturally very low in calories and actively refreshes and hydrates the body at any time of the day.



## Scenario 2

Your customer is unsure which variety of green tea he/she would like.

Let your customer know the range of green teas you offer and help them pick from Pure Green Tea – a simple unflavoured green tea or Orange & Lotus Flower Green Tea - a soothing blend of green teas with the delicate flavour of orange.



### What is green tea?

All tea comes from the same plant; Camellia sinensis. It is the differences in processing the teas that gives them their different colour and characters. In the production of green tea, the fresh leaves are steamed which preserves the high natural levels of antioxidants.

Finally, when the variety has been chosen, ask your customer if he/she would like anything else with their green tea i.e. cake, sandwich, etc depending on what food you serve.

# TWININGS

The range of Twinings Green Teas you serve are:

### Pure Green Tea

*Blended from the finest green teas, to produce this light, fresh tasting tea that is golden in colour. Ideal if you want a simple unflavoured green tea.*

### Orange & Lotus Flower Green Tea

*A relaxing blend of green tea, delicate orange flavour and Lotus flower heads. Ideal from mid morning or at any time of the day when you need to unwind.*



# Creating the



# Experience

## A step-by-step guide to serving Twinings Green Teas

- Take green tea from envelope and place in the glass mug.



- Wrap tag around handle.



- Pour water, that is just under the boil, over the green tea and leave in the glass for the flavour to develop.



- If less than 2 minutes elapsed, present with the green tea left in, to allow the consumer to control the strength of the tea. Green tea should not be served with milk or sugar.

