

creating the

TWININGS

Experience

A step by step guide to serving Twinings Speciality Loose Teas

Add to the teapot one teaspoon of loose tea per person (or number of cups required).



Pour freshly drawn boiling water over the tea and brew for 3-5 mins.



Present the pot of tea with milk, sugar and slices of lemon served separately.

When serving always strain loose tea with a tea strainer to catch the loose leaves.



TWININGS

HOW TO SELL THE RANGE OF SPECIALITY LOOSE TEAS

Scenario 1

Your customer is unsure what variety of tea to have.

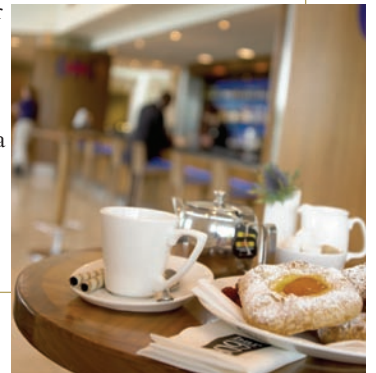
Let your customer know the range of Twinings loose teas that you serve.

Talk your customers through the range to help them decide. Explain the difference between Classics (traditional tasting teas), Light Classics (selected delicate teas with a lighter taste) and Aromatics (scented teas).

Scenario 2

Your customer already knows the tea they would like to drink.

Once the customer has selected a tea, ask if they would like anything else to go with their tea e.g. a selection of mini sandwiches, scones, a light snack etc.



TWININGS

The range of Twinings Speciality Teas you serve are:

CLASSICS

CLASSIC teas:

Traditional tasting tea like Assam.

Assam

Assam is a strong, rich and deep-amber tea with a malty character

English Breakfast

This bright and full-bodied amber tea boasts both a refreshing and invigorating flavour.

Traditional Afternoon

This bright, copper-coloured tea strong flavour makes it both brisk and refreshing.

LIGHT CLASSICS

LIGHT CLASSIC teas:

Selected delicate tea like Darjeeling.

Ceylon

This bright, amber tea is very thirst quenching and has a delicate flavour

Darjeeling

This light golden tea has a delicate character and flavour likened to the Muscatel grape.

AROMATICS

AROMATIC teas:

Combination of fine teas and exciting flavours that complement the tea beautifully, like Earl Grey.

Earl Grey

A light tea, pale gold in colour with the delicate flavour of the citrus fruit bergamot.

Lady Grey

Lady Grey is a light, refreshing tea, pale gold in colour and infused with the flavours of orange, lemon and bergamot.

Lapsang Souchong

A golden tea with a very distinctive smoky character.