

A close-up photograph of a white ceramic cup filled with a golden-brown tea. A stream of white milk is being poured from a white pitcher into the cup, creating a delicate pattern on the surface of the tea. The background is softly blurred, showing more of the cup and saucer.

tea
servers of
Britain
we are for
you

for the
love of
tea

Tetley
SINCE 1837

café culture is here to stay!

Cafés are a soaring market and has a market size expected to increase 42.8% in 2022.¹ With high demand, consumer expectation has only increased over the years and is expected to continue to grow.



Having a great tea offering is vital to café success

With rising competition around every corner, or tea being the second most drunk beverage after water², it has never been more important to offer a quality cuppa.

Tea should be front and centre

Here's why:

1. **84%** of the British population drink tea and herbal infusion every day³
2. Over **100 million** cups of tea are drunk per day in the UK³
3. There are **30 million** more teas drunk per day than coffee³
4. Having a good quality tea on offer encourages repeat custom⁴
5. **60% of** tea drinkers make a food purchase with their tea, increasing overall sales⁴

With over 180 years of experience, you can trust Tetley to provide your business with not only delicious product solutions but also support you and boost your tea sales.

Discover our full range at
www.tetleyfoodservice.co.uk

top Tetley tips for your business!

We've put together some top tips to help you maximise your tea sales, from reasons to be serving a wide range of tea blends and flavours, to limited time offer inspiration and hacks to perfecting your serve.

Here is what we believe is important for café operators to remember when serving the tea drinkers of Britain...

1. Tea for every occasion

From the original black tea to fruit and herbal blends, make sure your business is maximising its sales opportunities by having different tea blend options for your consumers to enjoy.

Tea for every consumer

Whilst black tea is the most popular tea beverage out-of-home⁴, functional teas have been gaining traction over the years, and having a range of tea blends to offer to customers is more important than ever. Being able to cater for a wide demographic with younger age groups opting for sweet fruity flavours from raspberry and strawberry to those slightly more exotic such as mango or passionfruit & pomegranate. The under 30s age group is the most likely to consume tea beverages out-of-home on a daily basis³, which shows the importance of you having a variety of blends on offer.

For the health conscious tea drinkers

Consumers have also claimed tea blends such as pure camomile helps them wind down which makes it a great option for those looking for a caffeine-free option. On the other hand, consumers have said to enjoy a mint tea for an awakening moment of pleasure. Stocking a variety of tea blends allows your business to successfully cater to multiple day parts and taste buds.

In addition to having a wide range of tea blends to cater to a variety of consumers and day parts, Tetley herbal and green tea blends have added vitamins, which contribute an extra 15% of daily vitamin needs so consumers can really get the most out of their tea.



the perfect serve

2. What the experts say

Here at Tetley, expertise comes first, that's why we have highly trained specialist tea experts! Their job is to taste thousands of teas every week, in order to grade them using a special in-house tasting language, to ensure that the Tetley blend is consistent and balanced despite variations in tea quality.

Tetley's tea experts always recommend asking the customer how they like their tea. This not only means that the consumer is getting a perfect cuppa every time, but also enhances their experience and feel more valued as a customer.

Making it how consumers want it

Why not use a visual tea brewing scale for consumers to pick their preferred tea strength! All your customers can pick their most relevant personas from our list.



The Mellow Drinker

Do you want some tea with that milk? Taking milky tea to a new level, pretty plain is perfect to you, and there's nothing wrong with that.



The Extra Dasher

An extra dash of milk never hurt anyone! You like things soft and subtle.



The Brewtiful Brewer

Cool, calm and collected at heart. You're easy to please.



The Builder's Brewer

Known as a classic British brew, no fuss or frills, you're straight to the point.



The No Fuss Drinker

Going against the norm, you're a game changer at heart who doesn't play by the rules.

Even though it's almost always down to personal preferences, here are a few tea brewing time pointers from our master blender to help you out and help you achieve the perfect serve:



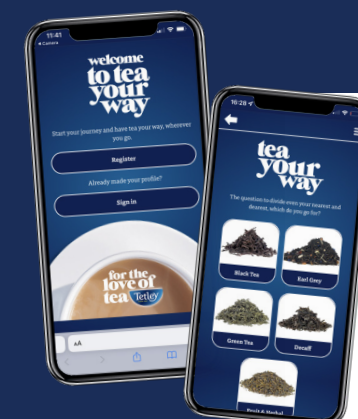
Black Tea
100°C



Green Tea
80°C



Fruit & Herbal Tea
100°C



Tea your way

With our new Tetley app, we're aiming to increase engagement between you and your consumers. Get your consumers to download the app and create their own personalised tea persona.

This way they can quickly show you how they like their tea so you can brew the perfect cuppa every time!

3. Offer a full experience

It is important to remember that consumers are paying for the experience and atmosphere at a café and not simply for the product in front of them. This is why providing a great end to end experience, from the moment consumers enter, to serving them a good tasting cuppa is important to generate more sales.

As well as providing a great experience, remaining within a competitive price range is important. Do some market research on your local area and see where your brand and business sit – is the experience and product you're offering good value for your customers?



4. Limited Time Offers

There are a range of promotions cafés can run to boost tea sales, such as running limited time offers as a great way to attract consumer interest.

For example, focusing LTOs on fruit and herbal teas helps draw attention to the range of teas available to consumers and boosts sales.

Other promotions include meal deals where consumers can purchase tea and a cake or pastry at a reduced price at certain times of the day/week. This is also a great way to increase consumer footfall during specific hours to maximise sales throughout the day.

Promotional discounts increase sales from both new and existing customers. They encourage existing customers to try new products, which can in turn lead to an increase in future sales. Similarly, offers can attract new business and generate a periodic increase but also result in new customer retention and higher sales in the long term.



Trust us

The Tetley team work hard to consistently achieve the well-known loved taste of Tetley tea. With over 185 years of experience, you can trust Tetley to always deliver a quality tea blend for café goers to enjoy.

As we are already found in more households than any other brand, Tetley is recognised and trusted among consumers. Cafés can make the most of Tetley's point of sale merchandise to clearly display Tetley tea and fill consumers with confidence from the word go. Don't just take our word for it, find out why operators like The Good Loaf said choosing Tetley tea was a “no-brainer” for them.

Consumers in the UK are increasingly opting for British brands³ which shows the importance for operators to opt for British products like Tetley. Blighty, who pride themselves on serving the best of British have found a synergy with Tetley as we are a long-standing reputable British brand.



more than just tea



We're here to support you

We have a range of POS and merchandising material available to help drive sales.

Designed to support cafés, Tetley's Breakfast guide offers market key insight and recipe inspiration.

Discover our Café support here at www.tetleyfoodservice.co.uk



Our range

Offering a range of tea blends maximises sale opportunities by catering to multiple day parts and consumer needs.

Discover our full range at www.tetleyfoodservice.co.uk

Get in touch

email: info@tetleyteaacademy.co.uk
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