



TWININGS

WORKPLACE

A premium brand

- Twinings is the **preferred tea brand** with consumers out of home*
- A globally recognised brand, with **300 years of blending expertise**
- Trusted to deliver quality
- A **comprehensive range** of catering blends and formats available to suit all serve occasions
- **Ethically sourced and sustainably produced**, Twinings range delivers against ethical sourcing requirements

A leading health & wellness brand

- Twinings are **market leaders** in Infusions, Green Tea and Cold Infusions~
- **Experts** in blending tea, herbs, plants and botanicals, our master blenders **craft the very best from nature**
- The catering range includes blends with **added benefits**, fortified with added vitamins and minerals to support daily wellbeing

The Profit Opportunity

- Consumers are prepared to pay a 15% **price premium** for Speciality teas and infusions^
- Premium teas on menus can drive **incremental sales** such as cakes and sandwiches



A brand that consumers are willing to pay more for

Consumers are willing to pay more for the right brand and
Twinings delivers this premiumisation through our versatile portfolio

Twinings is the tea brand to add **value** through **quality** ingredients and great **taste**...

Premium tea brands such as **Twinings are the most important factor** to 53% of out of home consumers*

41% of consumers report they would choose Twinings over any other brand in a café or coffee shop*

Twinings is the **No.1 brand** of choice for consumers out of home*

Twinings are the **market leaders** for speciality teas, green teas and infusions*

WE NOW HAVE 3 TWININGS TEAS WITH **GREAT TASTE AWARDS**
EXCLUSIVE TO OUR FOODSERVICE RANGE



Twinnings are delivering against health and wellbeing trends

FOCUS ON HEALTH & WELLBEING

73% Agree "I am conscious about my health"

Consumers are looking for **non-dairy solutions- alternative milks**, which are drunk by 33% of 16-24 years old's and almost 25% of total UK population

Overall Vitamins & Mineral sales +19.5%

Consumers are increasingly looking for **all natural, sugar-free** drinks

Tea occasions linked to health
+60% (£260m vs 2014)



Tea consumption increased by **38%** during lockdown, overtaking coffee

ALL ABOUT EXPERIENCE

"Millennials are more likely to experiment with flavours and varieties of tea leaves. It is also a very relevant way to discover the world" - Tea and herbal association of Canada 2017

People drinking less alcohol-
"Drinking less, Drinking Better"

78% of millennials would rather spend money on an experience than owning things

A premium or seasonal serve with enhanced theatre can command an additional 20% premium



43% of consumers will pay more if a premium tea serve is offered

DIGITAL INNOVATION

Disposable menus are drawing customers to browse and view menus on their phone

Serve imagery, videos and an up-to-date App menu can create quicker decision making-

We have assets available to populate apps and digital menus

Enhancing the serve experience increases the likelihood of customers posting via social platforms

Consumers will not ask for products if not **visible on menus**, making tea blend listings **essential**



Ethically and sustainably sourced

WE ARE A FORCE FOR GOOD, A PIONEER, EXPLORER, A BRAND BUILT ON RELYING ON NATURE

We are **experts** in tea, herbs & botanicals.
Our master blenders & experts **craft the best from nature**



We are **pioneers**, pushing the **possibilities**
of what tea can be & do for people



OUR PURPOSE

*We inspire you
to live every day
to its fullest*

We do things properly &
are trusted to always deliver quality



We live our purpose everyday,
starting with our people

PEOPLE REACHED SO FAR

543,874

people positively impacted in tea and
herbs communities around the world,
surpassing our 2020 goal.



Support at every step

WE SUPPORT FULLY WITH MERCHANDISE



We have **merchandise** available for all of our ranges which have been created exclusively for catering outlets

TWININGS	
TEA MENU	
Biodegradable, Large Leaf Pyramids	
The Full English An invigorating breakfast tea	£2.20
All Day Decaf Tast, bright & brisk	£2.20
The Earl Smooth & Light with Uplifting Character	£2.20
Dark Caramel Crafted for indulgence, sink into the sweet and lingering taste of Caramel	£2.20
Honey & Rooibos Caffeine Free. A Cup of peace for your soul	£2.20
Simply Sencha Authentic Green Tea	£2.20
Strawberry Green Super light, sugar free zinger of a drink	£2.20
Refreshed- Double Mint Ultimate blend of smooth peppermint & sweet spearmint	£2.20
Unwind- Spiced Apple & Camomile Mellow Caffeine free infusion for the perfect "ahhhh" moment	£2.20
Revive- Raspberry & Vitamin 75% of your daily Vitamin C in one super juicy cup of goodness	£2.20

MENU & BRAND STANDARD



We can work with your team to create compelling menus and Brand Standard's for your staff to make selling tea inspiring and easy!

TEA MASTERCLASSES



We know how important **staff training** can be. We offer tea and herbal masterclasses, either in person at the tasting bar in our flagship store in London or virtually

FULL ACTIVATION



From crop to **compostable cup** we have the materials you need to make your Twinings Activation a success

Adding value through hot and cold serve suggestions

Delicious served hot and cold, we can support with serve suggestions and recipes to add value to premium served tea menus, delivering theatre to customers and profit to your business



Revive Iced Takeaway



Dark Caramel Frappe



Strawberry Sencha iced tea



English Breakfast Latte



Iced Dark Caramel with
Vanilla and Frothed Oat Milk



Iced Honey and Rooibos
with Frothed Oat Milk



Iced Strawberry Green
With Elderflower Presse



Revive On Ice

Catering Range & Formats

Envelope String & Tag Range



Case Format:
English Breakfast & Earl Grey
6 x 50 envelopes containing string & tag bags

Case Format:
Green Tea and Infusions
12 x 20 envelopes containing string & tag bags

Case Format: English Breakfast & Earl Grey, English Breakfast Decaff
6 x 100 string & tag bags

Loose Leaf Mesh Pyramid Bag



Case Format:
2 x 40 mesh bags

All mesh pyramid bags are compostable and bags are fully recyclable

Loose Leaf Mesh Envelope & Mesh bag



Case Format:
4 x 20 Envelopes containing mesh bags

Superblends



Case Format:
4 x 20 Envelopes containing string & tag bags

Workplace Serve and Merchandising Recommendations

Serve Area

Recommended Range

Free of charge serve



Case Format:
English Breakfast & Earl Grey
6 x 50 envelopes containing
string & tag bags

Case Format:
Green Tea and Infusions
12 x 20 envelopes containing
string & tag bags

Case Format:
Superblends: 4 x 20 envelopes
containing string & tag bags

Merchandising



4 tier stand

Barista served – Premium serve



Loose leaf mesh
pyramid bags
Case: 2 x 40 bags

All blends served hot, plus:
English Breakfast Latte
London Fog (Earl Grey latte with
vanilla syrup)
Revive over ice
Dark Caramel Latte
Dark Caramel Frappe (over ice)
Honey & Rooibos latte with oat milk



Kilner Jars: 1 per flavour and
Compostable cup for takeaway