



**Tetley**  
twist me

brew-it-yourself cold tea  
100% tea extract + 100% spring water  
no added sugar or preservatives  
available in green, white, darjeeling, rooibos

## twist. brew. swirl. enjoy.

With the variety of soft drinks available on the market today, tea manufacturers are faced with the challenge of making tea just as appealing and fashionable as fruit beverages and coffee.

Tea is now being promoted as a drink for health. It is also moving away from being a standard mass market product to one with specific appeal to specific types of consumers.

Tetley twist me is aimed at younger consumers, 20-44. They are not necessarily hot tea drinkers, but are aware of the health benefits of tea. Tetley twist me is also ideal for the tea connoisseur.

It is a premium, interactive refreshment sealed in a glass bottle which brews fresh cold tea when the consumer is ready. It removes the stigma associated with other instant iced teas. And since it takes a few moments for the tea concentrate to infuse the spring water, the product also reinforces the tea ritual important for many hot tea drinkers as well.

Ready to drink, single serve, individually sold 300 ml bottles. Suggested retail price £3

## how does it work?



1. Drink sold with tea concentrate stored in cap reservoir and 300 ml of spring water in glass bottle.

2. Cap twists counter-clockwise to release 1/2 tsp of tea concentrate from interior reservoir.

3. Tea infuses into water and color changes. Drink can then be swirled in bottle and consumed.

## rooibos tea

an indigenous red tea from south africa fermented in the sun to enhance flavor

naturally caffeine free  
allergy, sleep and digestive aid  
helps boost immune system  
relieves anti-spasmodic agents

## green tea

made from unoxidized leaves  
softly fragrant and refreshing

lowers blood pressure and risk of cancer  
lowers risk of stroke and heart disease  
prevents tooth decay and inhibits viruses  
may promote healthy weight loss

## darjeeling tea

a refreshingly aromatic black tea grown on the foothills of the himalayan range

rich in antioxidants  
tannins prevent inflammation  
contains vitamins b and c  
high mineral content

## white tea

rare and precious chinese specialty  
pale, delicate and fragrant infusion

very high in antioxidants  
fights viruses and bacterial growth  
boosts immune function of skin cells  
lowers risk of cancer