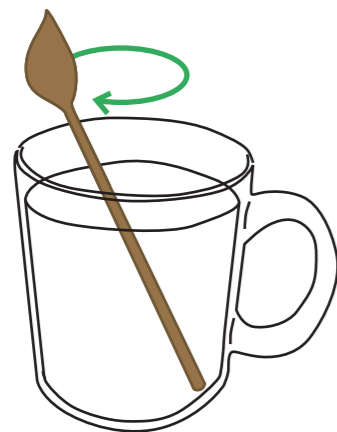


Tetley teasolver wands

100% soluble, all natural stirrers filled with Tetley liquid tea concentrate.



No fuss, no mess, no clean up.
Simply stir into a hot cup of water to brew the perfect cup every time.



1. Stir into hot water



2. Teasolve



3. Brew one minute



4. Enjoy!

Target customer:

Mainstream hot drink consumers. Heavy and medium tea users.

Concept:

100% soluble wand containing liquid tea concentrate dissolves in hot water. Stirring encourages the tea-filled wand to dissolve, creating the perfect cup every time in one minute. Regular, strong, and tea/milk/sugar combo wands available. Tea leaf design gives the customer the experience of infusing the essence of real tea. It also reinforces the “me” moment and the ritual of making tea.

Materials:

100% vegetable polymer

Why buy?

No mess or fuss from a drippy old tea bag. No measuring required. Simply stir in to brew a perfect cuppa any time of the day.

Marketing slogan:

Tetley teasolves the day away.

Tetley

Tetley mug hugger

Freshly brewed tea in your favourite mug all day long.



Fill hot water past the ring to release liquid tea concentrate.
6 servings per ring.



1. Fit ring in cup



2. Fill hot water past ring to release tea concentrate



3. Enjoy!

Target customer:

Non-tea or light tea-drinkers – young consumers 21-35. Busy working people with personal mug at the office.

Concept:

A flexible ring filled with tea concentrate expands or contracts to fit any sized cup. It stays in your favourite mug all day at home or at work. One serving of Tetley liquid tea concentrate is released from the ring each time it is fully submerged in hot water. Each ring contains 6 servings.

Materials:

Heat sensitive flexible plastic or silicone.

Why buy?

No mess from an old tea bag. Your tea is already in the cup -- no more measuring! Use the same cup or mug all day up to 6 times. Saves you time to get everything else done.

Marketing slogan:

Ring around your cup!

Tetley

Tetley twist me

Twist the cap to brew cold tea in a bottle.



Ready to drink, single serve, individually sold 500 ml glass bottles. Green, white, darjeeling and rooibos.



1. Twist cap to release tea

2. Swirl and brew

3. Enjoy from bottle...

or pour into cap...

which is also a cup!

Target customer:

Cold drink and water consumers.

Hot drink consumers.

Tea connoisseurs.

Concept:

Liquid tea concentrate is stored in the cap of the bottle. Once the cap is twisted open, tea concentrate is misted into sparkling water in the bottle. You can watch your drink being infused as your drink goes from clear to either a rich golden or light green. Product removes the stigma associated with instant teas. Option to drink from bottle or the bottle top, which doubles as a cup. Perfect for the tea connoisseur or anyone looking for a light refreshment.

Materials:

Glass, plastic

Why buy?

You can watch your drink being blended. Interactive, healthy drink full of antioxidants. No added sugar and caffeine free. 100% natural.

Marketing slogan:

Twist me, drink me.

Tetley

Tetley AMMO

Your defense for the day.



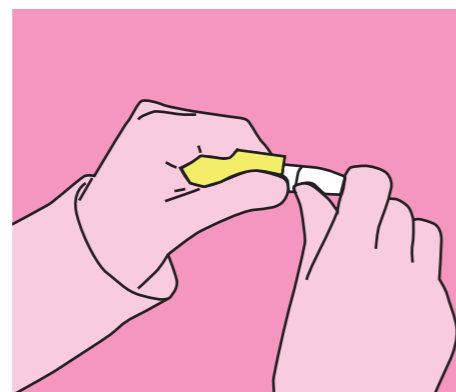
Individual ready to drink energy boosts.



Roll up 5 and go!



1. Tear off



2. Hold with both hands



3. Pop off cap



3. Take a shot.

Target customer:

Working people, people on the go, younger busy and tired people (18-35), no-time-to-stop mum.

Concept:

Take a caffeine or all-natural energy boost anytime during the day when you feel tired. Very portable, ready to drink with snap off caps.

Materials:

Plastic, heavyweight paper

Why buy?

The Tetley AMMO shot is seen as ammunition (caffeine) so you have your defense for the day. All natural and rich in antioxidants, each serving delivers an extra strong tea with a caffeine boost as well. Much healthier than drinking Red Bull, coffee or caffeinated sodas loaded with artificial ingredients.

Marketing slogan:

Tetley AMMO:
Your defense for the day.

Tetley