



Stock up on Scotland's favourite hot beverage - the right teas can boost sales and profits.

Category Drivers



Balanced promotional plans
Added value/PMP



Ranging & Merchandising
Education



Occasions & Events
Inspiration

67%
OF TEA SALES
COME FROM THE
TOP 4 BRANDS
Total Scotland

TOP SELLING BRANDS



AC Nielsen Scotland volume share 17.6.17

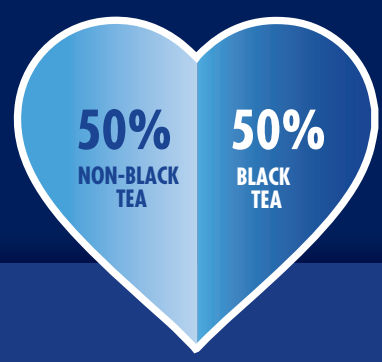
Beware Over Reliance on Black Tea

Black teas are currently over trading in convenience stores.

Everyday tea sales volume %age share AC Nielsen 17.6.16



Your customers' tastes are changing!



By 2027 non-black tea will be as popular as black tea

With improved lifestyles, healthier sectors are attractive to shoppers



PUT SOME
POW
IN YOUR CUPPA

- TOP SKUs in the key sectors will deliver more
- Margins are HIGHER in the growth sectors in tea
- Keep your offering FRESH with products that add a Wow factor

TOP SELLERS IN TEA



Impulse AC Nielsen Unit ROS 17.6.17

MERCHANDISING THAT MATTERS

CORE RANGE



Stock the top sellers in each tea segment you select for your store

Stock top brands in everyday black and include a mix of pack sizes to cater to different shopper missions

MORE SPACE FOR TEA



Complement your core range with a selection of teas from the on trend segments to drive growth in tea sales and appeal to a broader age range, the Tetley Super range taps into the interest in health and sales are strong.

MAKE TEA WORK FOR YOU



Demonstrate value and give shoppers the confidence to buy. Take care not to drive prices down and leave room for higher margin added value teas



Offer smaller pack sizes to cater to different shopper missions and encourage trial of new higher margin teas



Linking products to an occasion e.g. breakfast or health, can help sales across categories and encourage shoppers to put more products in their basket.

To find out more about Tetley go to: www.tetley.co.uk

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