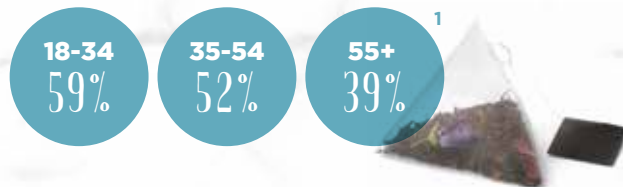


PREMIUMISATION OF TEA

Consumers, particularly the younger generation, are becoming more adventurous in their flavour preferences and willing to spend more on drinks that they perceive to be premium and healthy. With this in mind, operators have an opportunity to attract a new cohort of shoppers and create added value opportunities.

HOWEVER, A KEY BARRIER TO PURCHASE THAT THE MARKET CONTINUES TO ADDRESS, IS CONSUMERS' PERCEPTION OF QUALITY.

WHO'S LOOKING FOR A PREMIUM HOT BEVERAGE OFFER?



65% OF CONSUMERS ARE WILLING TO PAY MORE FOR A PREMIUM DRINK¹

TEA DRINKERS ARE ALSO WILLING TO TRADE UP AND PAY MORE FOR A MORE SUPERIOR DRINK...

34% OF TEA DRINKERS ARE LIKELY TO PAY EXTRA FOR MORE PREMIUM BRANDS¹

THE THEATRE OF TEA

Within tea service, experience is king and a key to success for operators. To keep consumers interested and to create brand loyalty, good quality food and drink is no longer enough. Tea faces stiff competition from an increasingly diverse range of alternative hot and cold drinks. It's often perceived as the poorer counterpart to coffee, struggling to deliver the same experience.⁶

IF THE ATMOSPHERE AND AMBIENCE IS RIGHT, CONSUMERS ARE

X3 MORE LIKELY TO RATE A BRAND AS BETTER VALUE FOR MONEY

