



GROW YOUR TEA SALES WITH TETLEY

Market trends have created real opportunities to increase revenues from tea.

Making simple changes to enhance the shopper experience and encourage purchase can make a big difference to sales.

Select the right brands

- The volume of own label tea is low compared to other categories, so **note who the top brands are.**
- The **top four brands account for over half of all tea sold** in impulse.



Top Selling Tea Brands by Volume Share

	Total Impulse	Scotland
Tetley	35%	41.2%
PG	33.4%	4.8%
Yorkshire Tea	11.2%	6.4%
Typhoo	6.5%	5.1%

AC Nielsen to 25.4.15



Shout about the teas you offer

Learn from the larger grocery stores where shoppers grab their everyday buy without a glance to what lies beyond in green, fruits and herbals. **Sign post your tea section** to help shoppers find what they want and draw them on to explore what else is on offer.

Block brands and display different teas in a logical sequence.

Retailers risk turning shoppers away if they can't find the tea they want.



Look to add value to the sale



Tetley has created a new product family called **The Blend Collection**, a high-end selection of premium teas which offer a higher margin sale for retailers.



Take advantage of the health trend



An interest in health is driving sales of green and decaf teas Tetley Green Pure and Tetley Green Lemon are top sellers in green and Tetley decaf is the best selling decaf SKU in convenience.

Offer the right packs with best value

Looking beyond the type of teas sold, **pack size and the visible offer of value is key.**

Smaller packs like 40s are big sellers in small grocery stores, 80s, 160s and 240s offer a great opportunity to increase sales, but think carefully about the make up of your local market to assess where your emphasis should be.

Packs with Extra Free, Price Marked and Strike Through pricing are a great way for grocery stores to **offer value and sell more**, but be wary of the trend to offer bigger packs for less. Learn from the multiples where low prices have achieved high volume sales, but done little for value or profitability.



Put passion into the sale

Get shoppers excited about tea. Simple things like **creating themes** like breakfast, or healthy living can **uplift tea sales** and benefit sales of complementary products too.



Shoppers like to interact with different tea choices particularly green and flavoured teas, so spotlight new tea stocks and let them handle, smell and even taste the tea.

Tetley can help with optimum product layouts and has a range of teas available and margins to be made on each unit sold at RSP.



* Source: Convenience sales AC Nielsen to 25.5.2015

That's better. That's Tetley.



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