



TETLEY

Brand Tetley has never ceased to innovate. Since 1837 when the Tetley brothers, Joseph and Edward, started selling tea, the endeavour has always been to give the customer a truly satisfying cuppa.

Continuous research has enabled the brand to brew the best tea and give consumers what they want, in line with health concerns, lifestyle choices and cultural habits. Today the brand comprises black, green, red and white teas, fruit and herbal infusions, iced teas, tea concentrates, spiced teas, organic and decaffeinated variants and the 'ready to drink' range.

Tetley has built a reputation as a pioneer in the tea industry. It launched the tea bag, the round tea bag and the 'no-drip' drawstring bag. It was also the first big 'black tea' brand to branch out into new varieties. Steady innovation on its part has given consumers a chance to experiment with different tastes while being reassured of the product's quality.

Brand Tetley has an image of a good and reliable friend. Customers know that with Tetley, they can be assured of a high quality tea with a full-bodied taste. They are confident that they are buying a brand built on a rich heritage.

Tetley sells in over 70 countries and is a brand leader in the UK and Canada, thanks to its commitment to innovating and being relevant to the consumer.

