

Hot beverages & cold brew

100
UPLIFTING
YEARS
of great tasting coffee



● CELEBRATE THIS
KEY MILESTONE

● DRIVE CATEGORY GROWTH
WITH KENCO THIS YEAR

● SUPPORTED WITH
AN £10M CAMPAIGN

EST 1923

JDE Peet's

Kenco celebrates 100 years

DETAILS

JDE Peet's
Horizon Honey Lane
Hurley
Maidenhead SL6 6RJ
t: 0845 271 1818
e: kenco.co.uk/contact-us/
w: kenco.co.uk

KEY CONTACTS

Roberto De Felice
Marketing Director UK&I

KEY BRANDS

Kenco

Starting the year off in style, Jacobs Douwe Egberts (JDE) is about to celebrate a key milestone for one of its most tried and trusted coffee brands – Kenco. Established in 1923, the £100m coffee brand has stood the test of time and remains a popular cupboard staple for over 7 million UK households¹. “We are so proud to have reached this anniversary and still have such a successful, pioneering brand that offers a great cup of coffee,” says Roberto De Felice, marketing director UK & I at Jacobs Douwe Egberts (JDE). “We look forward to celebrating the brand’s success with our retail partners, with lots of activity planned for 2023.”

A coffee centenary

The coffee category has continued to evolve over the last 100 years and, with around 24 million households in the UK now buying coffee², it’s more important than ever for retailers to stock a diverse, but relevant coffee range to suit everyone’s tastes. “As a brand, we have key expertise in the category and continue to innovate based on genuine consumer insight, to bring our shoppers products that align with current trends in the market,” says De Felice. “That’s why it has been so important for us to both improve our core range and launch new products that live up to the quality we’ve been known to deliver over the last 100 years.

“From refreshing the Kenco Millicano range this year to drive interest in the pure soluble category, to launching the award-winning Kenco Iced/Hot innovation to the speciality range, the brand has continued to provide uplifting moments for coffee drinkers



“We are so proud to have reached this anniversary and still have such a successful, pioneering brand”

while supporting retailers on the major growth this category has seen.

“Plus, we’ve invested the highest amount in ATL activity, out of any instant coffee brands in 2022, to ensure Kenco remains front of consumers’ minds and has continued success.”

Let the celebrations begin!

Kenco will celebrate the 100-year milestone at key touchpoints through the year. From March, a ‘100 Uplifting Years’ logo will be added on-pack across the portfolio, to ensure the milestone is top of mind for consumers.

“We want to reinforce the trust and quality Kenco is known for with on-pack messaging to drive on-shelf stand-out and make an impact,” says De Felice. “But that’s not all – an ATL campaign worth £10m across digital, social and TV will kick-start the celebrations in March, with more to follow later on. Watch this space as we continue to mark the occasion throughout 2023.”



Source
¹ Kantar WPO, Total Market, Kenco – 7,009,079 Buyers/Households, 52 w/e 27.11.22
² Kantar WPO – Total Market, Total Coffee, 23,982,160 Households/Buyers, 52 w/e 27.11.22

Analysis



Home brew nation

How hybrid working and inflation are having a significant influence on options in the category

Whether it's a comforting cuppa, a boost of caffeine to start the day or a healthy infusion to aid wellbeing goals, the love of a hot beverage is embedded in the nation's psyche. And with hybrid working now widespread, the range of products to create an enticing and affordable brew at home is broadening and diversifying.

The wide adoption of hybrid working has resulted in an increase (+5%) in in-home drinks occasions overall, with tea occasions in-home up 2%¹, says Tata Consumer Products sales & customer director Dan Clemence. "During the year, opportunities for high-end premium teas and fruit & herbals have been coming through strongly.

Our teapigs brand has been a strong performer... with volume sales of our Mao Feng Green tea up 14.3% in core grocery²." However, he acknowledges that the warm summer combined with more people venturing out of home and back into work, did impact home tea sales slightly, with value sales down 2% year on year³.

Meanwhile, Jacobs Douwe Egberts (JDE) marketing director UK & I Roberto De Felice reckons 2022 turned out to be "a great year for coffee lovers". He reports a rise in total coffee value sales of 10% since 2019⁴, with the demand for good-quality coffee at home remaining post-Covid. De Felice notes that with around 24m households in the UK

Contents

Jacobs Douwe Egberts 2
Celebrating 100 years of its Kenco brand

Feature analysis 3
Despite out-of-home drinks resurging post-Covid, suppliers' eyes are now turned towards the at-home opportunity, predicted to be the major competition ground for different styles of hot drinks and cold brews in the UK over 2023 as inflationary pressures bite

Boost Drinks 9
Adding extra flavour to the RTD iced coffee sector

All About Food 10
Driving retail footfall and aisle conversion as it diversifies its NPD

Dualit 12
Offering coffee with a conscience via its sustainable solutions

Ecotone UK 14
Taking tea up a notch with its organic and Fairtrade options

Lincoln & York 16
Keeping quality, flexibility and consistency as its mantra

Nestlé UK 18
Focusing on health & sustainability in its coffee offer

Tata Consumer Products 20
Developing teas with character to boost retail sales

Taylor's of Harrogate 22
Doing things properly to ensure quality brews

Typhoo Tea 24
Restructuring the 120-year-old brand for future growth

Yogi Tea 26
Putting mindfulness and health at the heart of its offer

This supplement to The Grocer was published by: William Reed Ltd, Broadfield Park, Crawley, West Sussex RH11 9RT.
TEL: 01293 613400
EDITOR: Ellie Woollven
DESIGNER: Michael Joslin; Stuart Milligan; Nick Figgins
PRINTERS: St Ives
© William Reed Ltd, 2023

Analysis

buying coffee⁵, the need for retailers to stock a diverse range across the category has never been more important⁶.

By boosting at-home coffee drinking occasions, the permanent rise in working from home will support long-term volume growth, believes Nestlé UK. “Total retail value sales of coffee are anticipated to increase by 20% over the next five years to reach £2,150m in 2027.” That said, it notes that coffee shops continue to cater to more than half of Britons. “As of October 2022, 54% of Britons typically buy drinks from coffee shops⁸. However, we do not expect coffee shop sales to return to 2019 levels until 2024, partly due to the changes in working patterns and partly due to intense competition from non-specialists, such as food-led outlets serving coffee shop-style drinks.”

Dualit marketing manager Debbie McIvor-Main points out that having an at-home coffee station is still desirable even though life has returned to some semblance of pre-Covid times. This, she says, remains a good opportunity for online roasters like Dualit, which can offer bulk packs, fast delivery and money-saving subscription services.

For convenience, she adds, coffee bags offer a speciality café-quality taste and aroma at home, with boiling a kettle easier for many than investing in expensive coffee-making equipment.

At Lincoln & York, commercial director Ross Schofield notes that the out-of-home (OOH) coffee market saw strong recovery post-Covid (+39.9% to £5.82bn⁹), but the market is not quite back to the pre-pandemic levels of £6.5bn¹⁰. He points to an increasing number of challenges impacting the sector, from changing governments and inflation affecting many people’s disposable income to currency deflation affecting the price of coffee, as well as strikes hitting travel – and, by default, footfall and revenues across towns and cities. “The landscape is changing and while your classic cup of coffee is increasing in price – a latte in a coffee shop is typically above the £3 price point and Kantar data suggests an increase of 16% in the last two years¹¹ – loyalty schemes and promotions are likely to become more prevalent to maintain footfall,” he says.

On the other hand, he points to “a different dynamic” for the in-home market, with total sales of £1.2bn



(-2.7%)¹² as OOH frequency increases. “However, thanks to the recently coined ‘hybrid working model’, the decline in in-home coffee is not as severe. “Consumers are still spending more time working from home than they were pre-pandemic, and therefore will continue to look to replicate their favourite coffee at home, too – a trend we expect to continue.”

At All About Food, which represents Costa at Home, inflationary pressure is undoubtedly having an impact on consumer shopping habits, says senior brand account manager Sophie Street. “Within the coffee category specifically, we have seen an -8.7% decline in unit sales as shoppers look for ways to cut back on their shopping bill¹³. Despite this, the beans category has seen a unit growth increase of 1.3% YoY, while also delivering an additional £7.2m in sales, as consumers are still looking for great quality coffee at home¹⁴.”

In the total tea category, we’re still

seeing the fallout from the start of the pandemic,” says Liz Griffin, senior brand manager at Yorkshire Tea. “Volume sales peaked in March 2020 as people stocked up on tea during lockdown, but that trend hasn’t continued. Value growth returned in late Spring 2022 (on a 12-week basis)¹⁵ for the first time in a long time, but that was mostly down to price increases.”

As grocery prices continue to rise year-on-year (YoY) there has been a change in general shopping habits, she adds. “People are shopping more often but buying less each time. Not when it comes to tea, though. People are visiting the tea shelves less and buying more when they are there, YoY¹⁶.”

Cost-of-living crisis

According to Nestlé, rising living costs will make it harder for some consumers to justify buying drinks from specialist coffee shops, which provides an opportunity for in-home coffee.



Merchandising: tips from the suppliers

“Dull and uninspiring” is how Tata Consumer Products sales & customer director Dan Clemence describes the shopping experience for tea, which he says is “little more than functional” despite the fact that tea is a very emotive category for consumers.

“Shoppers are open to being inspired, so tea can learn from the craft and provenance communication seen in the coffee aisle,” he says. “Better education and communication of different product offerings will benefit category growth.”

To nudge consumers to trade up into better black teas and premium teas, the right amount of space needs

to be allocated on-shelf and a carefully curated choice of brands and range clearly visible and articulated, he adds. “With increased working from home and growth in in-home tea consumption, focusing on the key tea occasions makes sense. Presenting easy and inspiring breakfast and break-time solutions, with relevant adjacent categories represents a good category expansion opportunity.”

Nestlé says speed is key and it is important for shoppers to find what they want quickly. “Ease of shop is a bigger driver of spend than time spent in-store,” it says.

“Help your shoppers find what they are looking for by locating tea, coffee and hot beverages in between sugar and healthy breakfast cereals, as well as on aisle ends.”

For Yorkshire Tea, Taylors of Harrogate uses a combination of in-store, front-of-store at home and online shopper marketing to catch people’s eye across the whole shopper journey, says Liz Griffin, senior brand manager. “We tailor those media choices to suit each campaign.”

With the growing popularity of iced coffee, Boost Drinks marketing & international business director Adrian

Hipkiss believes retailers should be giving the sector ample fridge space and says it has a range of tips and merchandising techniques it would recommend to retailers. For example, it says, shoppers are busy and typically on-the-go, so clear point-of-sale should always be prioritised as an initial merchandising technique, keeping things simple yet visually bold to grab their attention. Secondly it’s helpful for retailers to stock items in the right area, by brand, pack size and occasion, as well as keeping fridges clean and fully stocked.

Meanwhile, as an everyday staple, tea is unlikely to be cut from the household budget, says Tata Consumer Products’ Clemence. “As a good value, familiar and comforting beverage, tea has an affinity with supporting us through difficult times,” he says. “Although prices are rising, the tea category has not seen the same level of inflation as other FMCG categories. Tea drinkers are known to like their brands and there may well be a shift towards more affordable options or own-brand teas, particularly from the higher end of the category, but we are confident that Tetley, as a well-priced familiar ‘go to’ remains a favourable option.”

He has also started to see evidence of shoppers dropping repertoire categories like green or fruit & herbal, “especially where there are significant price hikes in their chosen brands”, he says.

Franck Ramonet, head of sales for south west Europe at Yogi Tea, confirms that the total tea category is seeing

strong inflation, with the price up 4.6% (per kg)¹⁷. Drilling down into the fruit, herbal & green teas category, the picture looks even worse, with value tracking behind at -5.3% and shoppers paying more at +5.3% per unit¹⁸.

However, while total grocery might have shot up in price¹⁹, the tea category hasn’t risen to the same degree, argues Yorkshire Tea’s Griffin. “Drinking tea at home is much more affordable than buying and drinking hot beverages out of home. And, unlike coffee drinkers’ buying habits – which are led by format – Yorkshire Tea drinkers are buying on quality, which can mean paying a little more for a proper brew.”

With the cost-of-living crisis, consumers will consider how they can make simple switches to save money – including swapping their coffee shop visit for a delicious version at home, says JDE’s De Felice. “In the year ahead, it’s likely that products that can create smaller indulgent moments in

the home will be popular, with people still wanting to treat themselves on a budget,” he says. “With at-home coffee options now reaching high standards, this creates a valuable opportunity in the market that retailers should capitalise on.”

Dualit’s McIvor-Main is among several companies that point to the importance of self-treating and small indulgences during these financially straitened times. “A coffee is one of those more affordable luxuries,” she says. “Although pods are more expensive than instant coffee, they are still considerably cheaper than buying from a coffee shop. This provides a middle ground that also caters for a whole household at any time of day.” With this in mind, Dualit is looking to increase its blend options and introduce new flavours, “so that customers can achieve a coffee-shop taste and experience at a lower cost and convenience in their own home”.

Analysis

Schofield at Lincoln & York agrees the ‘treat’ moment at home is rising in prominence. “Consumers are looking to upgrade from their regular cup of instant coffee – which although remaining the biggest retail coffee segment – has seen a volume decline of 9.9% in the latest year¹⁹. By investing in a coffee machine – whether for pods, ground or bean-to-cup – consumers can better replicate coffee shop quality at home at a fraction of the cost.”

In Autumn 2022, Lincoln & York conducted a survey²⁰ to better understand consumers’ coffee habits. Of the 2,000 respondents, 90% cited cost as the most important factor. However, it was not the only criterion – with 63% of consumers wanting sustainably sourced coffee options, and nearly half of Brits (49%) being more likely to support brands that are actively reducing their impact on the environment, reveals Schofield.

The ongoing cost-of-living crisis means 2023 is likely to be “tinged with uncertainty”, says Boost Drinks marketing & international business director Adrian Hipkiss. “Kantar data shows 22% of households would class themselves as struggling, of which 90% are concerned about rising grocery prices²¹,” he says. “Due to this, consumer confidence is at an all-time low, so this provides a unique and important opportunity for value brands such as ours to flourish, helping those who wish to minimise their spending.”

Tapping into health & wellbeing

Functional teas continue to be a major growth opportunity and, during the year, Tata Consumer Products enhanced its portfolio with a fresh new look for the Tetley Super teas range and added four new SKUs – Herbal Sleep, Herbal Happy Tummy, Herbal Radiance and Herbal Active – catering to “the most popular functional demands for sleep aids, digestive health, overall wellbeing and energy”, says Clemence.

Ecotone UK marketing director for Clipper Teas Adele Ward says one of the ways the company has continued to evolve is by meeting consumer demand for functionality in infusions, as an ongoing trend. Infusions are still the company’s strongest-performing segment, growing 23.8% in value year-on-year²², she reveals. In addition to continued investment in Clipper’s



Mood Infusions, the company launched its Clipper Super Greens range: Organic Green Tea Reviving and Organic Green Tea Defending, which contain a natural source of vitamin C. “Functional teas that have a positive impact on health & wellbeing are an ongoing trend moving into 2023,” she says.

At Yogi Tea, Ramonet says its Ayurvedic herb and spice tea blends are “perfectly placed to meet the evolving needs of consumers”. Recent introductions to its range include Yogi Tea Soul Balm and Yogi Tea Tulsi Relax, to induce feelings of warmth and comfort, and serenity, respectively. The company also has new products coming up in a few months that will tackle stress & anxiety relief and mental wellbeing, he reveals.

Tea is naturally mood-boosting, notes Yorkshire Tea’s Griffin. “For centuries it has been getting us through, lifting our spirits and providing an excuse to take a break.” She points to a rise in

sleep-focused teas over the past couple of years, including the company’s own Bedtime Brew, which continues to grow and add value to the speciality black tea category (+19.1%²³). “Sleep is likely to continue to be a trend for the category over the next year, as consumers look for ways to help them wind down and support a good night’s sleep during stressful times.”

She also thinks decaf tea is one to watch. “It’s the only sector that was growing before Covid and has kept on growing ever since²⁴,” she says. “More media coverage of the importance of good-quality sleep has led many consumers to cut caffeine as the day goes on. Health research by Dunnhumby found that two in five people have a cut-off point for drinking caffeine, with almost half stopping consumption of caffeinated drinks between 3pm and 7pm²⁵.”

All About Food’s Street says that, when it comes to innovation, there is a



Playing the cool card

At Boost Drinks, marketing and international business director Adrian Hipkiss reveals that the RTD Iced Coffee category is now worth £214mⁱ, with independents and symbols sales having now grown to over £42m. The category continues to grow rapidly, up 34% in volume and 34% in valueⁱⁱ, making it the second-fastest growing category in soft drinksⁱⁱⁱ, he adds. Boost, he says, is now the fastest-growing RTD iced coffee brand in unit sales^{iv} and has built on its range with the introduction of a Mocha variant.

Hipkiss also reveals that 84% of sales^v

are made up of four flavours – latte, caramel, espresso & mocha. Following the warm summer last year, which helped to drive sales, he anticipates a repeat performance in 2023, offering a huge opportunity for retailers to draw customers in and maximise sales.

With significant development in the iced/specialities coffee segment, JDE introduced Kenco Iced/Hot in 2022, reveals marketing director UK & I Roberto De Felice. “Kenco Iced/Hot Latte Salted Caramel and Vanilla achieved over £1m in value sales in 2022 and was recently

named The Grocer’s Top Product Launch of the Year in the hot beverages category,” he says.

Ready-to-drink (RTD) coffee, which is the main format for retailers to offer a cold coffee option, has soared in popularity over the past few years, says Lincoln & York commercial director Ross Schofield. Since the removal of Covid restrictions, 41% of Brits have bought RTD coffee more than once a week^{vi}, he says. “As consumption increases, we are seeing a larger variety of in-store offerings, such as 1L bottles, multipacks and inclusion in food-

to-go fixtures. What’s more, the category is valued at £94m^{vii} with supermarkets being the most popular place for consumers to buy RTD coffee. As we head into a new year, we can only see this trend continue to grow as consumers search for a cold, refreshing option in the warmer months.

“In retail, we see the key to success being firmly rooted in choice,” adds Schofield. “While it most likely is not feasible to offer every brand or every format available, having a strong selection in order to allow customers to choose which option is right for them both now and in the future.”

need to develop products that not only satisfy the health & wellbeing needs of consumers, but also meet the HFSS regulations recently introduced by the government. The new legislation has had a particular impact on the hot beverages category due to restrictions on sugar-sweetened beverages, making this an even bigger priority for brands such as Costa, she says. “With the exception of one product, Costa’s entire At Home range is HFSS-compliant, with plans in place to make this remaining product compliant in the near future.”

On-trend for 2023

With market conditions challenging over the past 52 weeks, NPD will be increasingly important for retailers to stand out and be different, to create interest and drive footfall, says Lincoln & York’s Schofield. One recent example in the OOH market is M&S, which, building on the latest craze from Australia, launched its ‘Magic Coffee’,

he notes. “Made with a double ristretto, topped with silky, steamed milk and served in a 5oz cup, this builds on the former NPD star, the flat white.”

He also points to coffee bags as enjoying strong growth and single-serve coffee pods growing in popularity “especially amongst those aged 16-34 who account for 16% of all buyers²⁶ – they are now the largest segment in grocery retail after instant coffee at £208.7m by value²⁷”. What’s more, this age group will only continue to have more buying power, he adds.

Despite the search for high-quality barista-style coffees, JDE’s De Felice notes that around 80% of in-home coffee is made using instant products²⁸, indicating there is still a clear demand to provide great-tasting instant varieties. Last year, the company launched L’Or Artiste, a range of fine instant coffees in two blends: Vigoroso (strength 8) and Delicato (strength 5).

However, recognising the growing

demand for barista-style coffee shop experiences in the home, the company also teamed up with Philips to launch L’Or Barista Coffee Machines, alongside a range of L’Or Barista XXL capsules.

He says flavoured coffee now accounts for over 35% of value sales in the speciality sector²⁹. “In fact, the top flavours among shoppers are caramel and vanilla, with caramel accounting for 24% of the total flavoured specialities segment³⁰.”

Tata’s Clemence anticipates that caffeine-free will be a major growth drive for the category, not just for evening drinks but across all tea occasions as more and more consumers switch entirely to the sector. “Also, as OOH spend contracts further, consumers will increasingly be looking for more premium in-home experiences,” he adds. “We anticipate Better Black and speciality tea to increase in relevance here.”

Yogi Tea’s Ramonet agrees that

Analysis

the demand for decaf products is continuing to grow, as well as for organic and ethically sourced tea. He says consumers are placing more attention on yoga and mindfulness, with health & wellness and pleasure & rewards two other big trends, all of which align with the company's ethos.

At Nestlé the company has combined the worlds of instant and craft by producing a new premium Nescafé Azera Perky Blenders Craft Coffee in association with London-based roastery Perky Blenders, made with high-quality coffee beans from Ethiopia, it reveals. The company has also introduced three new flavours to its Starbucks Premium Mixes range – White Mocha, Caramel Latte and Cinnamon Dolce Latte.

With the rising costs of coffee becoming an influencing factor, more coffee roasters are incorporating robusta into their blends, says Dualit's McIvor-Main. "Robusta beans are more affordable and easier to grow, but are widely known for being lower in quality compared to arabica. It will be interesting to see this develop and look at how we can maintain and even improve the quality of blends, while taking advantage of the benefits of robusta – for example, its higher caffeine strength." Dualit has used a blend of arabica and robusta for its new Rocketcharged pods.

Also, a wider range of flavoured coffee pods and limited-edition blends will be available from Dualit this year.

Year ahead

"2023 is going to be challenging for everyone in the category," says Yorkshire Tea's Griffin. "The way we'll face into that is to focus on being a familiar presence consumers can rely on daily... putting a smile on faces and giving the nation a proper brew."

The rising costs of materials, especially coffee beans, and keeping costs affordable and competitive in a busy market have been some of the biggest challenges by far, says Dualit's McIvor-Main. In addition, many customers still view pods as having a negative impact on landfill and not a 'sustainable' choice. "We will continue to inform customers on the opportunity to recycle aluminium pods with the use of our EcoPress Aluminium Capsule Recycler. It has also recently



been suggested in a Canadian study³¹ that pods may not be as wasteful as preparing coffee using a traditional coffee maker," she notes.

At All About Food, Street says that, like most categories, hot beverages are facing a decrease in footfall, with aisle conversion significantly declining across all retailers³². "To stem this, there is a need to offer shoppers excellent quality at great value to encourage them to trade up from standard instant coffee. We also have a huge role to play in educating shoppers on the great coffee options available to deliver coffee shop quality at home.

"The current economic climate suggests a further transition towards standard instant coffee as shoppers look to get the maximum number of coffees for their money," she adds. "This will detract from future category growth, so providing alternative solutions is vital."

In 2022, climate change and the resulting volatile weather have had an impact on crop production, says Lincoln & York's Schofield. "As we head into 2023 this, coupled with rising inflation and increased costs across the board, will have a knock-on effect on the supply chain and prices." However, despite this, the cost of a coffee is relatively low

compared to other discretionary spend, he notes. "Coffee is well placed in the in-home market as consumers look to replicate their OOH coffee experience and cater to their needs with the formats which offer quality coffee at home."

Sources

- ¹ Kantar, MAT to August 2022
- ² Nielsen, year to 03.12.22
- ³ Nielsen, MAT to 03.12.22
- ⁴ Nielsen, Total Market, Total Coffee Value Sales, MAT to w/e 03.12.22 v MAT to w/e 28.12.19
- ⁵ Kantar WPO, Total Market, Total Coffee 23,982,160 Households/Buyers 52 w/e 27.11.22
- ⁷ Mintel, Coffee UK 2022
- ⁸ Kantar Profiles/Mintel, September 2021- October 2022
- ⁹ Kantar, Out of Home Coffee, 52 w/e 02.10.22
- ¹⁰ Kantar, Out of Home Coffee, 52 w/e 26.01.20
- ¹¹ See 9
- ¹² Nielsen IQ Scantrack, MAT to w/e 14.01.23
- ¹³ IRI, 52 w/e 31.12.22
- ¹⁵ IRI & Kantar, Value & Volume Sales, 12 w/e 03.12.22
- ¹⁶ Kantar, 52 w/e 27.11.22
- ¹⁷ Nielsen data, Tea Category, 52 w/e 17.12.22
- ¹⁹ Kantar, Out of Home Usage, Change in need states (PP change in share) 12 w/e 10.06.22
- ²⁰ L&Y research undertaken by Opinium, sample size 2,000 UK adults, 27-29.09.22
- ²¹ Kantar, Worldpanel Division LinkQ, Nov '21, 10,669 panellists interviewed
- ²² IRI data, 52 w/e 03.12.22
- ²³ IRI Value Sales, 12 w/e 03.12.22
- ²⁴ IRI & Kantar, Value and Volume Sales, 52 w/e 03.12.22
- ²⁵ Dunnhumby, Shopper research to 01.05.22
- ²⁶ British Coffee Association
- ²⁷ See 20
- ²⁸ Nielsen data, Total Coverage, Total Coffee vs Total Instant, Cup Sales, MAT data to 03.12.22
- ²⁹ Nielsen data, Total Coverage, All Flavoured Speciality vs All Speciality, Value Sales MAT to 03.12.22
- ³⁰ Nielsen, Total Coverage, Caramel Speciality vs All Flavoured Speciality, Value Sales MAT to 03.12.22
- ³¹ 'The Conversation', University of Quebec, Canada
- ³² Kantar, 52 w/e 25.12.22

Playing the cool card

- ¹ IRI Marketplace Data, Symbols & Independents, 52 w/e 10.06.22
- ¹ IRI Marketplace, Symbols & Independents and NI Convenience, Unit Sales, 52 w/e 10.06.22
- ¹ IRI GB Symbols & Independents and NI Convenience, 52-week unit sales SOT and value YoY growth to 04.09.22
- ¹ Lumina Intelligence, survey of 1,000 UK adults
- ¹ Kantar, OOH, Total RTD Coffee, KPIs 52 w/e 23.01.22

Boost Drinks



Iced coffee opportunity

DETAILS

Boost Drinks
1270 Century Way
Thorpe Park
Leeds LS15 8ZB
t: 0113 240 3666
e: info@boostdrinks.com
w: Boostdrinks.com

KEY CONTACTS

Simon Gray
Founder and CEO
Adrian Hipkiss
Marketing and International
Business Director
Mark Wilford
Category Controller
Harley Beecroft
Senior Product
Development Manager
Anjna Mistry
Brand Controller
Amy Ankras
Customer Marketing
Manager
Jack Taylor
Retail Development
Manager
Colin Falconer
Sales Director

KEY BRANDS

Boost Iced Coffee
– Mocha
– Double Espresso
– Caramel Latte
– Caffè Latte

Source

¹ IRI Marketplace Data, Symbols & Independents, 52 wk sales to 10.07.22
² IRI GB, Symbols & Indies and NI Convenience, 52 wk unit sales SOT and value YoY growth to 04.09.22

As part of an extensive and exciting growth plan, Boost Drinks launched a new chilled, ready-to-drink iced coffee SKU in early 2022 – Mocha. Adding Mocha to the Boost iced coffee portfolio alongside Caffè Latte, Caramel Latte, and Double Espresso has allowed the company to capture consumer demand and provide more choice for customers in the popular iced coffee space, it says.

“The UK iced coffee market is now worth over a staggering +£214m and symbols & independents sales have grown to over £42m, with Boost being the No.2 largest selling and fastest-growing RTD iced coffee brand in unit sales¹, showing the value in stocking a leading iced coffee brand like Boost Drinks,” it says. “We recommend that retailers consider current and emerging trends and shopper habits and use these to influence their stock buying decisions. 84% of iced coffee sales value is made up of four flavours – Latte, Caramel, Espresso, and Mocha² – meaning the Boost Iced Coffee range has something to cater to every taste.

“Throughout 2022, we undertook impactful and engaging consumer advertising across various touchpoints including TV, high street placement in high-traffic areas, bus ads, digital ads, social media, sampling, and experiential. Looking towards 2023, we will be aiming to diversify the Boost Drinks range with some exciting NPD, as well as initiating marketing support across Energy, Sport, and Protein.”

BOOST
ICED COFFEE

GREAT VALUE
SMOOTH
MARGINS



GIVING YOU THE FACTS, STRAIGHT...

#1 FASTEST GROWING RTD ICED COFFEE BRAND

#2 LARGEST SELLING RTD ICED COFFEE BRAND

2ND FASTEST GROWING CATEGORY IN SOFT DRINKS



LET'S DO THIS.

All About Food

Driving category sales

DETAILS

All About Food Ltd
 Fourways House
 57 Hilton Street
 Manchester M1 2EJ
 t: 03301654430
 e: hello@
 allaboutfoodltd.com
 w: allaboutfoodltd.com

KEY CONTACTS

Sophie Street
 Senior Brand
 Account Manager

KEY BRANDS

Costa Coffee

↙ Costa at Home (excluding Tassimo) is the only big brand in coffee driving footfall in retail, says Sophie Street, senior brand account manager at All About Food. Costa has seen an additional 2.6m trips to store in the last year¹, which is vital to help drive aisle conversion, she says.

“Costa (excluding Tassimo) is also driving growth on all key metrics: more people are buying the brand and buying it more often, spending more on Costa per trip than they did last year. There are also more shoppers repeat purchasing², making Costa unique among the big brands in coffee, driving category sales and conversion.

Instant success

“Our Costa at Home range spans seven sub-categories, from beans to premium instant, making Costa easily accessible to a broad spectrum of coffee consumers,” she reveals. “Our Premium Instant range, delivering £5.7m RSV growth, has brought an additional 767k households into the category³.

Costa has just expanded its range into the instant coffee sachet category. This sector is the largest contributor of sales and unit decline (-£19.7m vs LY and -16.5m units) with a real need for excitement to reinvigorate it. With the launch of three Premium Instant drinks sachets into Tesco in December – Salted Caramel, Latte, Creamy Cappuccino and Millionaires Mocha – the Costa range has already achieved great success, reaching 17.9% category value share, where stocked, in just the fourth



“Our Costa at Home range now spans seven sub-categories from beans to premium instant”

week since launch⁴. The range will roll out to other customers through 2023.

Marketing investment

2023 will see Costa at Home’s biggest ever marketing programme across Costa Coffee with a multi-million pound spend, including significant investment into the at-home category for the first time. “Our investment will reach more consumers than ever and reinforce the Costa Coffee shop quality credentials of our at-home range, as well as bringing seasonal moments of Costa magic into the grocery aisles,” says Emma George, Costa FMCG marketing lead.

All About Food will continue to drive trial and awareness of the Costa range in-store via retailer media and shopper activation and advertising on the Costa Express Machines. “This will include supporting our new Instant Sachets launch, delivering delicious CostaCoffee drinks in an instant, and building on our success in 2022 by partnering with retailers to strengthen visibility and presence in-store for the rest of the fast-growing Costa Coffee range.”



Source

¹ Kantar 52 w/e 25.12.22
² Costa Internal research
³ Kantar, 52 w/e 25.12.22
⁴ IRI w/e 17.12.22



Costa quality in an instant

The brand bringing in the most new shoppers.

Costa brought in an additional 633k households last year -
more than any other brand*.

COSTA
COFFEE

Source: Kantar 52wks to 25 Dec 22. *Costa at Home range excluding Tassimo.

Dualit

Coffee with a conscience

DETAILS

Dualit Ltd
County Oak Way
Crawley
West Sussex RH11 7ST
t: 01293 652500
e: info@dualit.com
w: dualit.com

KEY CONTACTS

Debbie McIvor-Main
Marketing Manager
Adam Roddan
Sales Manager

KEY BRANDS

Dualit

Although the economic climate was challenging, 2022 saw positive results for Dualit. The brand launched its strongest coffee blend yet – Rocketcharged, a powerful blend of arabica and robusta – which has received positive feedback from customers, reveals marketing manager Debbie McIvor-Main. “It has proved that those who thought a strong coffee couldn’t be produced from a pod, were wrong,” she says. “It also offers another sustainable solution to the industry thanks to the home compostable capsule design. We have spent years sourcing and testing materials and production techniques to find a way to ensure the coffee remains fresh in the capsule without the need for extra packaging.”

As many consumers continued to work from home, albeit on a more hybrid basis during the last year, this trend was reflected in increased sales for Dualit, she says. “Having an at-home coffee station is still desirable. We can offer bulk packs, fast delivery and money-saving schemes, such as the Subscribe and Save service on our website. This offers consumers an easy, flexible way of receiving coffee to their door on a regular basis, enabling them to save 10%. And for those seeking added convenience as well as cost and energy savings, our coffee bags are the perfect solution.”

Sustainable solutions

The brand’s ever-growing Compostable Coffee Bag range now includes single-origin flavours, decaf, a variety pack and bulk buys of 50 packs, giving



Please note:

* Nespresso trademark is owned by Société des Produits Nestlé S.A.
* Vertuo is a brand owned by Société des Produits Nestlé S.A.



“We have spent years sourcing and testing materials and production techniques to find a way to ensure the coffee remains fresh in the capsule without the need for extra packaging”

consumers big savings with the cost per bag from just 26p, she says.

Dualit also improved its recycling credentials with new sachets for coffee bags that are recyclable in plastic waste streams found in most supermarkets, alongside improved packaging for its aluminium capsules.

The hot drinks sector faces challenges and 2022 was no different, she adds. “There are still consumers who view coffee pods as having a negative impact on landfill, which if improperly disposed of they do.” So, Dualit continues to use its social media, PR outreach, website and blog to educate on the best ways to dispose its coffee consumables, primarily through recycling aluminium pods via its EcoPress Aluminium Capsule Recycler. In 2023, the UK manufacturer is expanding its EcoPress range to include an EcoPress Vertuo model that works specifically with Nespresso®* Vertuo+ capsules, and a model that has storage space for up to 30 capsules and can compress two capsules at once.

New products for 2023

This year, Dualit will also extend its home compostable range and launch whole beans and ground coffee in its most popular blends. It will also introduce flavoured aluminium capsules in line with the rising trend for flavoured coffee pods, as well as limited-edition blends and a new Milk Frother.

Dualit®



PRIVATE LABEL EXPERTS
RECYCLABLE ALUMINIUM CAPSULES
HOME COMPOSTABLE CAPSULES
COMPOSTABLE COFFEE BAGS
ONE CUP FILTERS

UK coffee manufacturing
In-house engineering & production
Recyclable and industrially compostable materials
BRC Grade AA+ accredited manufacturer
Buy in sterling
Nespresso® compatible+ capsules
Indemnity from Nestec Legal Action

For all private label enquiries contact

+44 (0) 1293 652500 info@dualit.com

or visit dualit.com/privatelabel

EcoPress™

ALUMINIUM
CAPSULE RECYCLER

RATED **4.8 out of 5** ON AMAZON
OVER **1000** REVIEWS
AMAZON **"best seller"**
RANKED **nr. 1** IN CATEGORY



EcoPress™
FOR VERTUO

Compatible with all sizes of
Nespresso® Vertuo® Capsules



EcoPress™
DUO MAX

EcoPress 2 capsules at
once, with built-in storage



ECOPRESS ALUMINIUM CAPSULE RECYCLERS FROM £9.99 RRP

*Suitable for drop through machines only. Excluding professional machines and "built-in" models.
Nespresso® trademark is owned by Société des Produits Nestlé S.A. Vertuo is a brand owned by Societe des Produits Nestlé S.A.

Ecotone UK

Clipper takes tea up a notch

DETAILS

Ecotone UK
River View
2 The Meadows
Business Park
Station Approach
Blackwater
Camberley
Surrey GU17 9AB
t: 01276 609 000
w: ecotone.bio

KEY CONTACTS

Adele Ward
Marketing Director
Caroline Rose
Clipper Teas Brand
Controller

KEY BRANDS

Clipper Teas
Whole Earth
Kallø
Mrs Crimble's
Almond Breeze

↙ If you're going to stock tea, better make it a good one. "That's where Clipper Teas comes in – the award-winning natural, fair and delicious tea brand with a difference," says Adele Ward, Clipper Teas marketing director.

"Inviting tea fans to 'Make it Better with every cup', Clipper made its debut in TV advertising last year, inspiring consumers not to settle when it comes to their tea and instead choose naturally delicious teas that are responsibly and sustainably made," she says. "The 68+ Great Taste Awards we've won in the last five years speak for themselves.

"We're continuing to invest in Clipper this year to drive brand awareness and trial. Clipper's joyful brand identity, strong shelf standout, great taste and high ethical and sustainable credentials offer a clear point of difference that resonates with the modern tea drinker

"Clipper continues to drive penetration in the black tea category¹ through its media campaign and the launch of its larger 160-pack of Organic Everyday Tea," she adds."

Functional infusions drive growth

With traditional infusions showing steady decline, a key growth area is in functional fruit and herbal infusions, notes Ward. "Clipper has the highest repeat rate in the category²; once people experience our great taste combined with ethical and sustainable sourcing, they become loyal customers. Clipper will continue to invest in its Mood Infusions range to target shopper needs: Restoring Roots to revive and restore; Cleanse with Benefits and After Dinner Mint for digestion & gut health; and Snore & Peace for relaxation and sleep."

Clipper is outperforming the segment at 23.8% in value sales year-on-year³,



“Offering an accessible price point for organic, natural and sustainable teas, our wellbeing ranges are helping consumers to make better choices for their health, the planet and people”

in a category declining at -3%. This has accelerated in last 12 weeks with 70% YOY growth, she notes. "Offering an accessible price point for organic, natural and sustainable teas, our wellbeing ranges are helping consumers to make better choices for their health, the planet and people," she says.

Health remains a key priority for shoppers in 2023 – much more so than the last recession with health benefits considered as a key purchase driver⁴.

Guided by a demand for functionality in infusions, Clipper launched Super Greens. Containing at least 15% daily recommended vitamin C intake (12mg), Clipper Organic Green Tea Reviving and Organic Green Tea Defending are made using superfood acerola, a cherry-like fruit that helps contribute to a healthy metabolism and supports the normal function of the immune system.

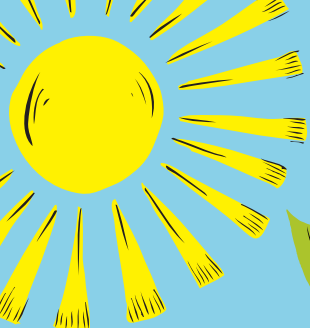
Clipper Makes it Better

Clipper recently removed the non-recyclable inner foil bag across larger pack formats, making them fully recyclable and, as part of its Food for Biodiversity mission, is committed to organic and Fairtrade sourcing, alongside unbleached, biodegradable, and non-GM tea bags. "We can truly say Clipper is superior: 100% natural and made with the finest ingredients from organic and Fairtrade tea estates. We make teas that taste better and are better for people and the planet."



Source

- ¹ IRI Data from 03.12.22
- ² Kantar WPO data to 04.09.22
- ³ IRI Data from 03.12.22
- ⁴ Mintel Recession 2023: Opportunities for Food and Drink Brands



MAKING TEA? BETTER MAKE IT A GOOD ONE THEN



Award winning tea
that keeps on winning*



CLIPPER®
MAKE IT **BETTER**

*Winner of 68+ Great Taste Awards
in the last 5 years

Lincoln & York

Serving up the right blend

DETAILS

Lincoln & York
The Flarepath
Brigg, DN20 0SP
t: 01652 680101
e: info@lincolnandyork.com
w: lincolnandyork.com

KEY CONTACTS

Ian Bryson
Managing Director
Ross Schofield
Commercial Director
Chris Tough
Coffee Buyer

KEY BRANDS

Lincoln & York
— offering over 600 blends of coffee
Black Eye Cold Brew

International private-label coffee producer Lincoln & York has been sourcing and roasting high-quality coffee for almost 30 years. With around 250 customers globally, the company works with some of the most recognisable high street names, delivering bespoke solutions to almost all of its customer base.

“Lincoln & York has evolved into a market leader due to our in-depth coffee knowledge,” says Ross Schofield, commercial director at the company. “We source coffee beans from over 40 regions, with 30% of products being exported to over 15 different countries. Every year we produce over 9,000 tonnes of coffee as a private-label specialist. Our success is based on a customer-centric approach no matter their size.

“Quality, flexibility and consistency are at the heart of the business,” he adds. “We quality-grade and taste between 150-200 cups of coffee per day via our in-house coffee team (including two in-house Q-graders) and take great pride in being custodians of our customers’ quality, delivering exactly what we say we will on time and in full.”

Harnessing consumer coffee trends

“Coffee knowledge is the foundation of Lincoln & York’s business across everything it does,” says Schofield. “Not only are we experts in sourcing, roasting and packing coffee, but we also have access to industry insight and market data by channel and product sector. We offer tailored customer and category insights to our partners, with clear recommendations to help them optimise and grow their business.”

Currently, in terms of consumers’



“We quality-grade and taste between 150-200 cups of coffee per day via our in-house coffee team (including two in-house Q-graders) and take great pride in being custodians of our customers’ quality, delivering exactly what we say we will on time and in full”

drinks of choice, milky varieties sell best, with a latte purchased by 68.7% of consumers in the last 12 months¹, followed closely by cappuccino and flat white. “We’ve also seen significant growth in speciality blends, with consumers increasingly seeking their favourite coffee origins or roast profiles,” says Schofield. “Coffee shops are increasingly offering a choice of different roasts, giving customers the feeling of personalisation and choice.

“This trend will continue in 2023 and beyond, so it’s important to provide product solutions for retailers to harness OOH coffee trends, enabling consumers to re-create their favourite drinks at home,” he adds.

Driving coffee innovation

Lincoln & York believes innovation will become even more critical in the current climate to help maintain footfall and to help retailers stand out.

“Heading into 2023, we see an opportunity within the pods market and are looking at ways to add more functional benefits for consumers, as well as adding value to the category for retailers. We are also looking forward to relaunching and adding to our Black Eye cold brew range, allowing smaller businesses easily to tap into a major growth category within RTD and cold brew coffee.”

Source
¹ Allegra Project Café 2022

LINCOLN & YORK

YOUR COFFEE PARTNER

YOUR BLEND IS OUR BUSINESS



As one of the UK's largest private label coffee roasters, Lincoln & York is the family-owned roaster behind hundreds of expertly developed blends. We pride ourselves on creating the perfect blend for your brand and are the custodians of our customers quality.



Recyclable
machine-made
bags and sachets



Blend matching
and **custom blend**
development



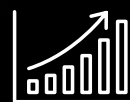
18,000
tonnes
of roasting capacity



Coffee training
and **support**



Almost **three**
decades of coffee
roasting experience



Expert market,
category and
industry insight

info@lincolnandyork.com | 01652 680101

www.lincolnandyork.com

Lincoln & York Limited, Kahawa House, Elsham Wold Industrial Estate,
Brigg, North Lincolnshire, DN20 0SP



Nestlé UK

Health & sustainability focus

DETAILS

Nestlé UK Ltd
1 City Place
Gatwick
RH6 0PA
w: [nestle.co.uk](https://www.nestle.co.uk)

KEY CONTACTS

Ed Sykes
Customer Category Lead

KEY BRANDS

Nescafé Gold Blend
Nescafé Gold Blend Roastery Collection
Nescafé Original
Nescafé Azera
Nescafé Azera Perky Blenders Craft Coffee
Nescafé Dolce Gusto
Nescafé In1's
Starbucks® Premium Mixes

Climate change is putting coffee-growing areas under pressure and Nestlé is accelerating its work to help tackle this, as well as address social and economic challenges in the Nescafé value chains, says the company. “Building on 10 years’ experience of the Nescafé Plan, in October 2022, we launched the Nescafé Plan 2030 to help drive regenerative agriculture, reduce greenhouse gas emissions and improve farmers’ livelihoods,” it says. “To support this we’re investing over SFr1bn by 2030.

“Knowing where our ingredients come from is essential. All coffee used in our Nescafé products made in the UK is 100% responsibly sourced,” it notes. “Also, every cup of Nescafé Gold frothy coffee is crafted using fresh British milk from within 50 miles of our factory.

“Nestlé seeks to provide products that taste great and enable its consumers to lead good, balanced lives – whether that’s by innovating balanced and delicious coffee solutions or through careful reformulation, to allow our consumers to make healthier choices, while still maintaining the quality and taste they love,” adds the company.

“To date, we’ve removed over 700 tonnes of sugar and 2.5 billion calories across our Nescafé Mixes and Coffee Mate products. Our Mixes portfolio is 100% HFSS-compliant, including our Nescafé Gold frothy range and newly renovated Starbucks Premium Instant Mixes range, with exciting new flavours – Caramel Latte, White Mocha & Cinnamon Dolce Latte – all under 100 calories, and not forgetting our smooth and creamy Nescafé Gold Plant-Based range, certified by the Vegan Society™.”



“Nestlé seeks to provide products that taste great and enable its consumers to lead good, balanced lives”

New products and launches

With consumers continuing to work from home more often, coffee lovers are seeking ways to get a great-tasting coffee without leaving the house. While some will hone their barista skills with fancy tech, the majority are looking for simple ways to recreate their favourite craft coffee experience, explains Nestlé.

To meet this demand, Nescafé Azera has partnered with family-run London-based roastery Perky Blenders to produce the new premium Nescafé Azera Perky Blenders Craft Coffee, “developing an instant coffee with the high quality you would expect from your local coffee shop”, it says.

Meanwhile, proving decaffeinated coffee can still taste great, the company also launched Nescafé Gold Blend Roastery Light Roast Decaf tin. “Crafted by our master roasters, this offers a superior sensorial experience with delicate notes of caramelised honey and toasted biscuit,” it says.

“We also relaunched our Starbucks Premium Mixes range with three new flavours – White Mocha, Caramel Latte, and Cinnamon Dolce Latte – and an improved taste more in line with iconic Starbucks coffee shops. And in 2023, we will be expanding into the flavoured coffee capsules category with our Starbucks by Nespresso® Range.”

This is not a jar

(but the coffee is just as good)



NESCAFÉ

Tata Consumer Products GB

Tea characters to boost sales

DETAILS

Tata Consumer Products GB Ltd
 325 Oldfield Lane North
 Greenford
 Middlesex UB6 0AZ
 w: tetley.co.uk
 w: goodearth.co.uk
 w: teapigs.co.uk

KEY CONTACTS

Dan Clemence
 Sales & Customer Director
 e: Dan.clemence@tataconsumer.com

KEY BRANDS

Tetley
 – Original
 – Decaf
 – Premium Blacks
 – Greens
 – Herbals
 – Super Teas
 – Redbush

teapigs
 – mao feng green
 – superfruit
 – peppermint leaves
 – chamomile flowers
 – everyday brew

Good Earth
 – Ginger Turmeric & Lemon
 – Moroccan Mint
 – Hibiscus, Rose & Sweet Berries

As a nation we love our tea, we're passionate about it and in tough times, lean on it to get us through, and we should celebrate this as a positive for this rich and varied category, but how to make the most of it?

Delivering value

Everyday black tea together with decaf remain the backbone of the category. As the cost-of-living crisis bites, the assurance of taste delivery means shoppers are continuing to favour the brands they know and love. Here, the value of tea as a familiar and comforting beverage is a major plus; even with recent price increases to balance the rising costs the whole industry faces, the average cost of a branded cup of tea is still under 4p a cup. As shoppers look to reduce the cost of their total basket, more affordable quality brands will come to the fore.

In terms of tea repertoire, shoppers may initially manage household income by temporarily dropping out of segments like fruit & herbal, green and Rooibos, but here tea can fulfil a need for more affordable 'treat for me' buys.

"Our premium teapigs brand has had a strong year, with its indulgent top sellers – teapigs peppermint leaves, everyday brew, and chamomile flowers," says sales & customer director Dan Clemence. "In the mid-range, the bold flavoured Good Earth teas with their youthful vibe are performing well. Flavour combinations such as Good Earth Ginger Turmeric & Lemon, Moroccan Mint, and Hibiscus Rose & Sweet Berries are strong bets.

"Beyond the heartland of everyday and decaf, our largest tea brand Tetley has enhanced its health portfolio by



“As shoppers look to reduce the cost of their total basket, more affordable quality brands will come to the fore”

relaunching its Tetley Super teas range with a new look and SKUs catering to the most popular functional demands for sleep aids, digestive health, and overall wellbeing and energy.

"As the year develops, the retailer-brand relationship will be key to respond to changing consumer desires and opportunities for growth," he adds. "From the growing preference for caffeine-free, more premium in-home experiences and affordable treats, the opportunities to increase sales are there – even in these straitened times."

Encouraging sales

For retailers, finding ways to encourage shoppers to linger in the aisle to review tea offerings beyond the basic buys of black and decaf is essential. These higher-value teas remain important for the future growth of the category and are relatively inexpensive treat items.

"Re-site everyday buys deeper into the aisle – akin to what is done with coffee," suggests Clemence. "Clearly signposting different types of tea within the fixture is sensible to encourage exploration, while provenance, taste profile and tea occasion are all important prompts to nudge consumers to a higher-value basket spend.

"While cost-of-living worries remain, showcasing teas from the comforting to the indulgent can only support sales and the future of the category."





A FINE FAMILY of TEAS

First for quality, variety, taste and value.

TATA CONSUMER PRODUCTS



teapigs.



Taylors of Harrogate

Let's have a proper brew

DETAILS

Taylors of Harrogate Limited
Pagoda House
Plumpton Park
Harrogate HG2 7LD
t: 0800 328 1886
w: yorkshiretea.co.uk

KEY CONTACTS

Liz Griffin
Senior Brand Manager,
Yorkshire Tea

Grace Ticehurst-Jones
Category Manager,
Yorkshire Tea

Ben Newbury
Marketing Lead,
Yorkshire Tea

KEY BRANDS

Yorkshire Tea
Yorkshire Tea Decaf
Yorkshire Tea for
Hard Water
Yorkshire Gold
Yorkshire Tea Loose Tea
Yorkshire Tea
Bedtime Brew
Yorkshire Tea Biscuit Brew
Yorkshire Tea Toast
& Jam Brew

Yorkshire Tea has been the UK's No.1 brew since 2019¹, loved by tea drinkers across the nation. It's a brand that has properness at its heart, doing the right thing by people and planet at every stage from field to shelf, says senior brand manager Liz Griffin.

"Doing things properly is absolutely core to us at Yorkshire Tea," she says. "From sourcing our tea and the long-term relationships we hold with suppliers, right through to blending and tasting, we don't cut corners, ensuring every tea bag across our range contains the best quality brew."

Decaf tea in focus

The brand is putting its Decaf blend front and centre in a new shopper marketing campaign, focusing on great taste. While standard black tea holds the largest share of the grocery tea sector, with more than half (55.8%) of market sales², consumers are bringing variety into their daily brew-drinking habits.

Health research by Dunhumby found that two in five people have a cut-off point for drinking caffeine, with almost half stopping consumption of caffeinated drinks between 3pm-7pm³.

Grace Ticehurst-James, category manager at Yorkshire Tea, says: "The decaf tea category has been in consistent growth for the last five years, and the Yorkshire Tea Decaf blend has seen strong growth ahead of the market, a 63.4% increase in value sales since 2018⁴."

"One of the main issues tea-drinkers face when they consider a decaf,



"The decaf tea category has been in consistent growth for the last five years, and the Yorkshire Tea Decaf blend has seen strong growth ahead of the market⁴"

is whether the taste can match the quality of their usual caffeinated brew," explains Griffin. "Our decaf tea is a specially-created blend, meaning decaf drinkers can avoid caffeine with no compromise on flavour. So much so, that Yorkshire Tea Decaf is the proud recipient of a Great Taste Award. It's also the UK's No.1 decaf tea brand in grocery value sales, with almost 29% share of the decaf tea market⁵, making it the most-enjoyed decaffeinated brew in-home. We're proper proud to be championing it in supermarkets this spring."

TV advertising investment

Yorkshire Tea hit the small screen again last year with a new TV advertising campaign in its 'Where Everything's Done Proper' series, starring new recruit, Sir Patrick Stewart (pictured left). The advert is back on air, alongside the Kaiser Chiefs, to amplify the brand and its commitment to properness throughout 2023.

"The new advert has been incredibly well-received by consumers and we're chuffed to bits with the feedback so far," adds Griffin. "We'll continue to invest in TV advertising this year, alongside other quirky comms, to spread the word of a proper brew to even more tea-lovers."



Source

¹ IRI, Value Sales, 52 w/e 19.08.19 - w/e 05.11.22
² IRI, Value Sales, 52 w/e 05.11.22
³ Dunhumby: Shopper research to 01.05.22
⁴ IRI & Kantar, Value Sales, 52 w/e 03.12.22
⁵ IRI, Value Sales, 52 w/e 05.11.22

DECAF TEA THAT TASTES LIKE, ER... TEA.



"BEST DECAF TEA EVER!"



OCADO SHOPPER

"AS GOOD AS
CAFFEINATED"



ASDA SHOPPER

Typhoo Tea

The 120-year-old challenger

DETAILS

Typhoo Tea Limited
 Pasture Rd
 Wirral CH46 8SE
 t: 0800 633 5650
 e: consumer.relations@
 typhoo.com
 w: typhoo.co.uk

KEY CONTACTS

Mike Brehme
 Executive Chairman
Tom Delaney
 Commercial Director
Andrew Reardon
 Chief Operations Officer

KEY BRANDS

Typhoo
 Heath & Heather
 Lift
 QT
 Red Mountain

↙ Typhoo Tea has been making Great British tea since 1903, cementing itself as one of the nation's favourite tea brands. Home to brands such as Heath & Heather, QT, Lift, Glengettie, Melrose and Red Mountain, the company offers a complete category solution for retailers and wholesalers that has been developed and costed across all customer needs to support customers through the current economic crisis, says Mike Brehme, executive chairman at Typhoo Tea.

"Typhoo has been through a period of change, and now's the time to reset," he says. "A 2021 business restructure brought in new owners, a new senior team and major investment, giving us a renewed sense of direction that will see Typhoo challenge the top table in tea again. We see ourselves as a 120-year-old challenger brand with the skills, knowledge and passion to succeed.

As co-founder and CEO of Clipper Teas for 27 years, Brehme first joined Typhoo Tea as a non-exec director in 2021 and stepped into the executive chairman role in 2022. His depth of knowledge underpins Typhoo's commitment to growing its brands, both in the UK and internationally.

Tom Delaney recently joined as commercial director, utilising his 25 years of experience in FMCG and the hot drinks industry, where he has spent time as both a supplier and as a retailer. His passion for quality and new product development moves Typhoo into a new



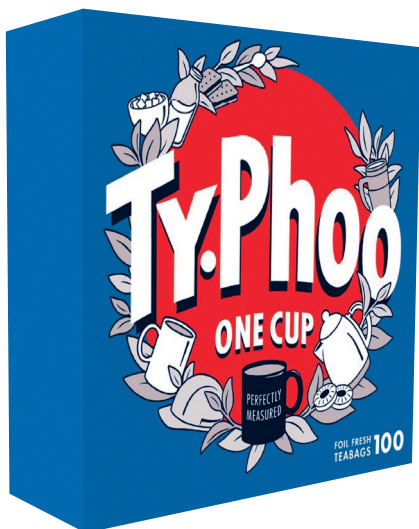
“A business restructure brought new owners, a new senior team and major investment, giving us a renewed sense of direction that will see Typhoo challenge the top table in tea again”

phase of commercial engagement. Andrew Reardon joins as chief operations officer, to oversee efficiency and quality for both customers and consumers. His leadership experience draws on his background working for some of the world's largest strategy companies implementing both cost reduction and growth projects.

"Tea has long been an essential purchase – part of the fabric of everyday life. But with rising costs impacting shopping habits, brands and retailers need to help price-sensitive shoppers make better and wiser purchasing decisions," says Brehme.

"We have the perfect solution for the current market. Typhoo One Cup offers 100 cups of quality tea for just £1 (MRRP), allowing basket spend to go further, while still providing the quality and brand assurance that comes from one of the nation's most loved brands."

As the original inventors of a 'One Cup' teabag back in the 1970s, Typhoo has been perfecting the blend for several years. This, alongside the brand's renewed purpose and strategy and a pipeline of new products to add excitement to the category, means Typhoo Tea is in a prime position to support retailers and shoppers, he says. "It's an exciting time to be at Typhoo. The outlook is very bright."



You only get an '00
with Typhoo



Perfectly measured.
Helping your customers navigate the cost of living crisis.

The great value sol⁰⁰tion.

Visit [typhoo.co.uk](https://www.typhoo.co.uk)

Find us on



Email retail@typhoo.com

Yogi Tea

Mindfulness & health in focus

DETAILS

Euro Food Brands
 1-4 Kimbell Mews
 Humfrey Lane
 Boughton
 Northampton NN2 8XB
 t: 01604 821200
 e: sales@eurofoodbrands.co.uk
 w: eurofoodbrands.co.uk

KEY CONTACTS

Irene Ippolito
 Marketing Manager

KEY BRANDS

Yogi Tea

Despite the challenging market conditions, it has been a great year for Yogi Tea in 2022, says Franck Ramonet, head of sales, South West Europe. “With new customers choosing to stock Yogi Tea, the brand presence in the UK market is continuing to grow,” he says. “As sales of traditional black tea go backwards and consumers look for more variety as well as specific health & wellness benefits, Yogi Tea is perfectly placed to meet consumers’ evolving needs.”

For more than 50 years, Yogi Tea has created herb and spice teas based on unique Ayurvedic recipes, with roots in the 3,000-year-old Indian philosophy, he reveals. “Yogi Tea believes living in balance can do a lot of good for everyone – and there is an incredible amount of inspiration for it in a cup of tea. With yogic wisdom on each tea tag and a yoga exercise on each pack, Yogi Tea wants to provide inspiration every day, thus contributing to a more peaceful, healthy world full of mindfulness and happiness.”

As one of the first organic tea brands, Yogi Tea always looks for the best organic ingredients. However, its motto – ‘Feel good. Be good. Do good’ – also aims to reflect its responsibility towards nature and people in everything it does.

Marketing plans for 2023 include a mix of digital and social media, as well as influencer activation and more traditional print media to continue drive awareness of the brand. “In addition, we will continue with sampling and tasting via bespoke brand partnerships as well as being present at a number of



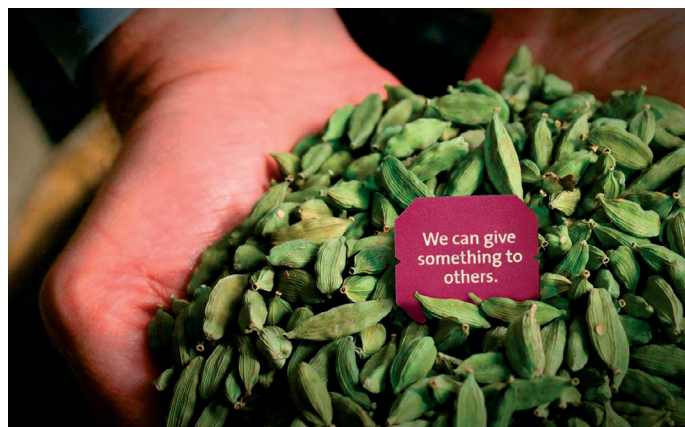
“With yogic wisdom and a yoga exercise on each pack, Yogi Tea wants to provide inspiration every day, contributing to a more peaceful, healthy world”

consumer shows throughout the year,” says Ramonet. “Our colourful packaging stands out on-shelf with a clear point of difference, also matching each individual tea to a yoga pose. We will drive more of our characteristic rainbow merchandising, for even more stand-out.

“Last year, some of our products were awarded Great Taste Awards, so we’re looking to use this at point of sale.”

The company’s ambition for 2023 is to continue growing the presence of Yogi Tea in the UK. “We have some exciting new products coming up in a few months, tackling two highly relevant consumer needs such as ‘stress & anxiety relief’ and ‘mental wellbeing,’” reveals Ramonet. “We will also have limited-edition lines, such as our Happy Nature tea with mango, vanilla and tangerine, sales of which will contribute to a significant reforestation project in Madagascar, where some of the ingredients come from.

“Later in the year, our seasonal Pumpkin Chai and our traditional Christmas Tea will be presented in new packaging, to support a new charity project in winter 2023. We look forward to delighting more and more consumers with our cherished Yogi Tea blends.”



YOGI TEA®

ORGANIC



DISCOVER YOUR FLAVOUR OF WELL-BEING WITH YOGI TEA® !

THE ORIGINAL ORGANIC & AYURVEDIC TEA BRAND FOR OVER 50 YEARS



EUROFOODBRANDS
Building brands in the UK for



For more information please contact:
+44 (0)1604 821 200
sales@eurofoodbrands.co.uk

yogitea.com

facebook.com/yogitea

@yogiteaeurope

WilliamReed.

William Reed LTD.

Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 613400 Fax: 01293 610380

www.thegrocer.co.uk