



GIFT ITEMS



Tea Chest Four & Tea Treasure

A design refresh to a popular gift duo

INTRODUCTION

It is our pleasure to unveil our newly redesigned Tea Chest Four and Tea Treasure gift items, the best sellers within the Ahmad Tea Gift Range. Due to their increasing popularity we have redesigned the products to ensure consumer interest is retained. The 10 x foil wrapped teabag packaging within remains unchanged but the refresh to the outer packaging provides a better reflection of the products' premium quality.



Please contact your Account Manager for further information



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KEY SELLING POINTS

- The redesign of these products introduces two warming feminine colours; rose gold and ivory. These two-colour combinations complement each other beautifully and look perfect together as a set
- The pattern on the caddies provides a modern and sophisticated feel to the products that reflects Ahmad Tea's premium image
- Premium packaging reinforces the exclusive quality of our teas
- Tea Chest Four is perfect as a small gift offering, whilst Tea Treasure is perfect as a medium gift offering
- The caddies can be kept by consumers and refilled with other Ahmad Tea foil enveloped products

TARGET AUDIENCE

- Ideal gifts for those who have never tried Ahmad Tea products to introduce them to the brand
- A perfect gift for Ahmad Tea lovers, enabling them to taste different flavours they may not have otherwise tried
- An opportunity to introduce the brand to new high earning consumers
- Extended sales opportunities for individual blends within the Tea Chest Four and the Tea Treasure

MARKET POSITIONING

- These items are appropriate for both gift sections and tea sections within a variety of retail outlets all year round
- These items are also suitable for sale in high and medium end retailers such as gift stores or boutique delicatessens
- They can provide special sales at exhibitions and trade fairs
- They can provide focal points for traditional and digital marketing campaigns, and would make desirable competition prizes

Item Number	Product Description	Net Weight per Case (KG)	Cases Per Layer	Standard Pallet	High Cubed Pallet	Product Barcode	Master Carton Barcode	Item Dimensions (LxWxH) (mm)	Master Carton Dimensions (LxWxH) (mm)
481	12 x 40 Alu Tea Chest Four	0.96	7	63	77	0 54881 00481 7	000 54881 106481 4	147 x 155 x 84	468 x 335 x 210
1206	8x(6x10) Alu Tea Treasure	0.96	7	63	70	0 54881 01206 5	000 54881 11206 2	222 x 135 x 88	455 x 337 x 207

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