



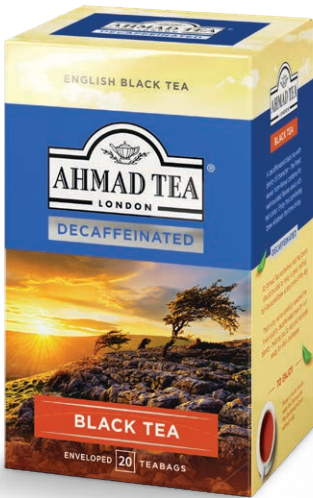
DECAFFEINATED



Decaffeinated Tea Range

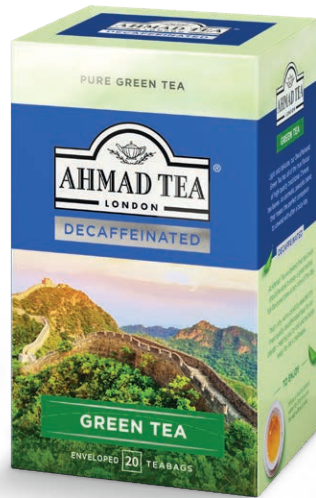
INTRODUCTION

Ahmad Tea is delighted to announce the launch of our brand new Decaffeinated tea range. This range will strengthen our portfolio and capitalise on the current trends of Health and Wellness amongst consumers. Unlike many competitors, this decaffeinated offering boasts a truly superior taste experience, designed to compliment our classic teas and make new drinking occasions.



DECAFFEINATED BLACK TEA

A decaffeinated black tea with plenty of character – the finest leaves from Kenya combine for well-rounded flavour and a rich red colour. Enjoy this comforting brew whatever the time of day.



DECAFFEINATED GREEN TEA

Light and delicate, our Decaffeinated Green Tea has all of the true flavour of high quality traditional Chinese tea leaves. An aromatic, peaceful blend that makes the perfect companion to unwind with after a busy day.



DECAFFEINATED EARL GREY

A subtle blend of the finest decaffeinated teas, scented with the elegant fragrance of bergamot. A favourite English beverage, usually served without milk.



DECAFFEINATED INDULGENT SELECTION

The divinely rich flavours of popular sweet treats are combined with the finest decaffeinated blends in this selection of four mouth-watering indulgent teas.

Please contact your Account Manager for further information



DECAFFEINATED



Decaffeinated Tea Range

PRODUCT INFORMATION

Item Number	Product Description	Net Weight Per Case (KG)	Cases Per Layer	Standard Pallet	High Cube Pallet	Product Barcode	Master Carton Barcode	Item Dimensions (LxWxH) (mm)	Master Carton dimensions (LxWxH) (mm)
2519	6x20 Alu Decaffeinated Black Tea	0.24	32	448	512	054881025195	000 54881 22519 9	129x68x78	218x136x162
2522	6x20 Alu Decaffeinated Green Tea	0.18	32	448	512	054881025225	000 54881 22522 9	129x68x78	218x136x162
842	6x20 Alu Decaffeinated Earl Grey	0.24	32	448	512	054881008426	000 54881 20842 0	129x68x78	218x136x162
2549	6x20 Alu Decaffeinated Indulgent Selection	0.24	32	448	512	054881025492	000 54881 22549 6	129x68x78	218x136x162

KEY SELLING POINTS

- Delicious flavoured and unflavoured tea minus the caffeine
- Guilt-free after dinner treats
- Child friendly
- A source of flavours for creative tea drinkers

MARKET POSITIONING

- Ahmad Tea's Decaffeinated Range is most suited to modern trade retailers where it can increase volumes and attract new segments
- The foil enveloped teabag format naturally positions the product at the more premium end of the market as well as the HoReCa segment, offering options to those who do not normally order tea due to caffeine
- E-commerce channels – online retailers and market places

TARGET AUDIENCE

- For consumers who enjoy the benefits of drinking tea without having to worry about the caffeine, helping to support their goal of holistic wellness
- Existing Ahmad Tea consumers will want to try the new blends and this will reinforce brand loyalty
- A key audience will be parents with young children who can enjoy delicious dessert flavours with out the worry of sugar and caffeine
- Traditionalists who can maintain their routine without too much caffeine

CAMPAIGN TACTICS

- These products are suitable for dry sampling, given away free in-store, in magazines or through direct mail campaigns due to their aluminium foil wrapped format
- Digital campaign with locally activated competitions will help to create a feeling of excitement and activity around the new product launch
- Launch Events introducing shoppers, media and influencers to the range
- A range of POS has been created and designed specifically for this new range to help communicate with shoppers

Please contact your Account Manager for further information