



BLACK TEA



## Enveloped Fruit Teabags

Fruit flavoured teabags that always bring a taste of the exotic, whether served hot, or taken iced

### INTRODUCTION

Ahmad Tea is pleased to showcase our 20 Aluminium Enveloped Fruit Teabag range. This popular assortment of fruit flavoured black teas is a long-standing fixture within our product portfolio and, in offering a more unusual and exotic taste experience, they continue to provide the perfect accompaniment to our more traditionally orientated Classic Range of black tea products.

### KEY DESIGN CHARACTERISTICS

- Main image depicts a mouth-watering representation of the fruit contained within the blend, set against a background theme that evokes a sense of tranquility and exotic locations.
- Novel blend names tailored to each product.
- Addition of prominent logos and a colour band to facilitate ease of blend identification.
- Pack background finished in Ahmad Tea's corporate green.

### KEY SELLING POINTS

- Real fruit pieces in fruit blends enhance the authenticity of the flavour experience.
- Tagged teabags contained within aluminium foil envelopes to ensure freshness.
- Packaging displays a modern look whilst staying true to the strong branding and traditional elements synonymous with the Ahmad Tea brand.
- Blend names designed to capture and evoke aspects of the taste sensation.
- Fruit blends are ideal for use in the preparation of iced tea. This is a key promotional angle that can be exploited.

### MARKET POSITIONING

The 20 Aluminium Enveloped Fruit Teabag range is most suitable for offering to modern trade retail settings. The aluminium enveloped teabag format positions the products at the higher end of the retail market. The range will attract retail consumers purchasing within this premium segment that appreciate quality black teas, but wish to explore a diverse selection of flavours that offer something a little different to more traditional classic blends. In addition to retail, these products are also suitable for the HORECA sector. This is particularly the case in the warm summer months when the fruit flavours of the blends take on a new dimension of appeal when used as the basis for iced tea recipes.



Please contact your Account Manager for further details.

# Enveloped Fruit Teabags

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## 695 - Apple Refresh

A blend of the highest quality black teas, enhanced with the refreshing flavour of apple. A charming and fragrant tea to entice the taste buds.



## 698 - Mango Magic

Enjoy the spirit of the tropics with the exotic taste of mango, delightfully blended with the finest black tea. A sensational, uplifting and delicious beverage, hot or iced.



## 953 - Apricot Sunrise

The vibrant flavour of apricots gives a playful lift to this quality blend of black teas. Feel the joy of the sunrise as you sip this uplifting and revitalising tea.



## 699 - Peach & Passion fruit

The exotic flavours of peach and passion fruit complement each other perfectly to provide a luxury drink. Wonderful served hot and even better iced.



## 710 - Blackcurrant Burst

A blend of quality black teas, simply bursting with the fresh taste of blackcurrants. Let the sweet taste and rich aroma take you back to fondly-remembered summer picnics.



## 952 - Raspberry Indulgence

A blend of fine black teas, with a succulent raspberry flavour. A delectable drink which captures the taste of warm, sunny days.



## 695 - Cinnamon Haze

Soothing and warming tones of cinnamon combined with fine quality black teas for a mellow and relaxing experience. The perfect blend for times shared with family and friends.



## 700 - Strawberry Sensation

Capture the feeling of strawberry fields in summer. A refreshing and sweet strawberry flavour blended magnificently with the finest black tea.



## 697 - Lemon & Lime Twist

A blend of fine black teas with a twist of lemon and lime to deliver true citrus refreshment. A delightful combination to awaken the senses and highlight the joys of life.



## 711 - Vanilla Tranquility

Quality black teas with the smooth and gentle taste of vanilla. A treat that opens the gates of tranquility.



<b>Item Code:</b>	Blend specific	<b>Master carton QTY:</b>	6	<b>Cases per pallet - Standard:</b>	468
<b>Item barcode (UPCA):</b>	Blend specific	<b>Master carton barcode (ITF):</b>	Blend specific	<b>Cases per pallet - High cube:</b>	507