



LIMITED EDITION



## INTRODUCTION

Ahmad Tea is excited to announce the return of our distinguished Limited Edition range. This range pays tribute to some of the finest teas from around the world and has been designed to elevate the brand's on shelf-presence and quality within the minds of consumers.

## BLEND DESCRIPTIONS



ASSAM

From tea bushes in the spectacular Brahmaputra Valley, Northern India. Carefully plucked second flush tea with golden tips offering a rich and malty flavour.



MAOJIAN

Renowned for its delicate and thin leaves plucked in early Spring, this speciality Chinese green tea gives a charming fragrance, a rich yellow colour and a sweet, fresh and mellow flavour.



JASMINE  
DRAGON  
PEARL

Named after the pearls that are often held by dragons in Chinese art, the white tips of this exquisite green tea are hand-rolled into balls. The tea is gently scented with Jasmine for a wonderful aroma and a sweet taste.



CEYLON  
TEA

This special blend captures the subtle flavour of Ceylon teas grown at the highest elevations of Sri Lanka. At these heights the cool misty climate adds a distinctive light aroma to the fine golden colour.



DARJEELING

The most prized Darjeeling teas are chosen with the utmost care for this famous blend. This is a tea of distinction with the beautiful and intense flavour synonymous with the best Darjeeling's.



ROYAL  
AFTERNOON

This full-flavoured and exceptional blend of Limited Edition Darjeeling, Assam and Ceylon teas is enhanced with the slightest hint of bergamot. A tea with majestic qualities.



KING  
OOLONG

Known for its beautiful green colour and sweet floral aroma, this traditional, semi-fermented tea from China's Southern Fujian province provides a truly extraordinary taste experience.



GINGER  
CHAI

Celebrating India's national drink, this intriguing blend combines finest quality Assam tea with ginger root, cinnamon and cardamom spices to produce a pleasingly rich flavour with plenty of zing.

Please contact your Account Manager for further information

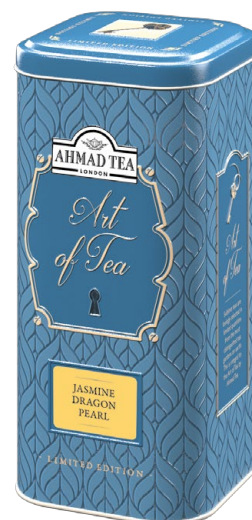




*Limited Edition Range*

## KEY CHARACTERISTICS

- Caddy design is dignified and elegant to creating a luxurious look and feel
- Caddy name plates and ingredients are colour coded for ease of blend recognition
- Attractive matte and gloss pattern with embossed lid and side
- The phrase 'Art of Tea' appears on front of the caddy to tie in with our 'True Tea Artistry' core creative idea
- Design features a lock, reinforcing that the tea is so precious it should be kept under lock and key
- Each of the teas has been carefully selected by our expert Tea Tasters to ensure that their signature characteristics are perfectly highlighted
- Exclusivity of the range is guaranteed, as only a limited number of caddies will be released to the market



## KEY SELLING POINTS

- A prestigious product of high value exquisite teas
- Provides opportunities to enter various new distribution channels, such as department stores, speciality shops and upmarket gift stores
- Premium packaging underlining the exclusive quality of our teas

## TARGET AUDIENCE

- The Limited Edition caddy range is a high end, premium item aimed at shoppers who are looking to give the gift of tea
- Consumers that with aspirational desires will want to enjoy high quality products in beautiful packaging.
- The range will attract the top end consumers with higher purchasing power, as well as average consumers who are looking to treat themselves or their loved ones.
- The limited nature of this range can be effectively marketed to create a fear of missing out and build on our brand recognition

Product Description	Net Weight	Cases Per Layer	Layers Per Standard Pallet	Cases Per Standard Pallet	Layers Per High Cube Pallet	Cases Per High Cube Pallet	Item Dimensions (L x W x H in mm)	Case Dimensions (L x W x H in mm)
100g Loose Tea Caddies	1.2kg	12	9	135	11	165	70 x 70 x 178	325 x 250 x 220
75g Jasmine Dragon Pearl Caddy	0.9kg	12	9	135	11	165	70 x 70 x 178	325 x 250 x 220

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