



NATURAL BENEFITS



# Natural Benefits Selection

## INTRODUCTION

Ahmad Tea is excited to announce the launch of our Natural Benefits Selection. This new addition to our teabag selection range will allow consumers to trial the complete Natural Benefits collection.



## NATURAL BENEFITS

FOR YOUR MIND, BODY AND SOUL



6 x 10  
TEABAGS

Please contact your Account Manager for further information



**NATURAL BENEFITS**



## KEY DESIGN CHARACTERISTICS

- Pack architecture remains consistent with the foil wrapped Natural Benefits range
- Main imagery depicts the principle ingredients representing the juiciness and refreshing tastes within the blends
- Finished in UV Gloss to make the product stand out on shelf
- Images of envelopes clearly communicate the format of the blends inside, showing consumers the times of day when they can enjoy these refreshing blends

## KEY SELLING POINTS

- Real fruit pieces, herbs, flowers and roots used to enhance the authenticity of the flavour experience
- Each blend has been created by our team of Tea Tasters using 100% natural ingredients that are perfect for health-conscious consumers
- Delicious flavours with added fortifications to provide functional benefits\*
- The selection pack will help consumers discover new blends within the Natural Benefits range
- This selection pack emphasises the specific occasions to enjoy each blend throughout the day

## MARKET POSITIONING

- The foil wrapped teabag format positions the product at the medium to higher end of the retail market
- The selection pack is also suitable for ecommerce as well as modern and traditional trade retail outlets

## TARGET AUDIENCE

- Ahmad Tea's Natural Benefits are mainly targeted at consumers who are wishing to lead a healthier lifestyle
- A key audience will be younger consumers who have a keen interest in leading healthier lifestyles. This could attract new customers to the brand
- These selection packs are ideal for consumers who have never tried Ahmad Tea products, and are therefore a perfect introduction to the brand
- They are an ideal solution for those who simply cannot decide on a single blend. Offering various blends enables consumers to taste and enjoy all of the different flavours the range has to offer.

## 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)
2540	6x10 Natural Benefits Selection	0.76	8	104	112	0 54881 02540 9	000 54881 XXXXX X	166 x 205 x 71	432 x 346 x 153

\* Please refer to your country's legislation regarding health claims before making any statements on the potential benefits. On pack claims have been approved by UK trading standards and therefore please stick to using the pack description wording when communicating to consumers.

Please contact your Account Manager for further information