

teapigs.

no airs. no graces. just fine tea.



OUR STORY

Nick and Louise started teapigs in 2006 with one mission – to get the nation drinking real tea again.

They met whilst working for a big tea company. Lou's a trained tea taster and has spent years travelling and sourcing tea. They came to realise there was a whole world of quality teas out there that weren't getting the attention they deserve.

The UK gets through 165 million cups of tea a day (twice the amount of coffee) but the majority of tea we drink is in paper tea bags and has been chopped in to dusty pieces.

They wanted to change that.

And so teapigs was born...

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our big,
whole leaves

dusty tea from
a paper bag



OUR TEA

We'll only source real, whole tea leaves, whole herbs, berries, flowers and spices - no dust in sight! We offer it as loose tea or in our biodegradable tea "temples". A roomy, mesh bag made from corn starch.

We were the 1st tea company to bring this still of bag to the UK...and many have followed – huzzah!

We love our tea temple but it's the tea inside which makes all the difference. Louise only selects the best quality tea for our temples and we've have racked up 114 Great Taste Awards over the years; our mums are very proud.

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VALUES

Certified



Corporation

We are very proud to be a certified B Corp and we're committed to doing business in a better way.

B Corp is about the overall positive impact of a company outside of profits. They analyse a company's impact on its people, customers, community, and environment. To become certified, companies are assessed and then audited ongoing to ensure they meet the highest standards in these areas.

We've always tried to do the right thing so we're really happy to have joined the B Corp community.



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BRAND POSITIONING



Teapigs
(fuso bag + whole leaf tea)
£4.15

Pukka
(paper bag + ground tea)
£2.45

Clipper
(paper bag + ground tea)
£2.00

Twinings
(paper bag + ground tea)
£2.30

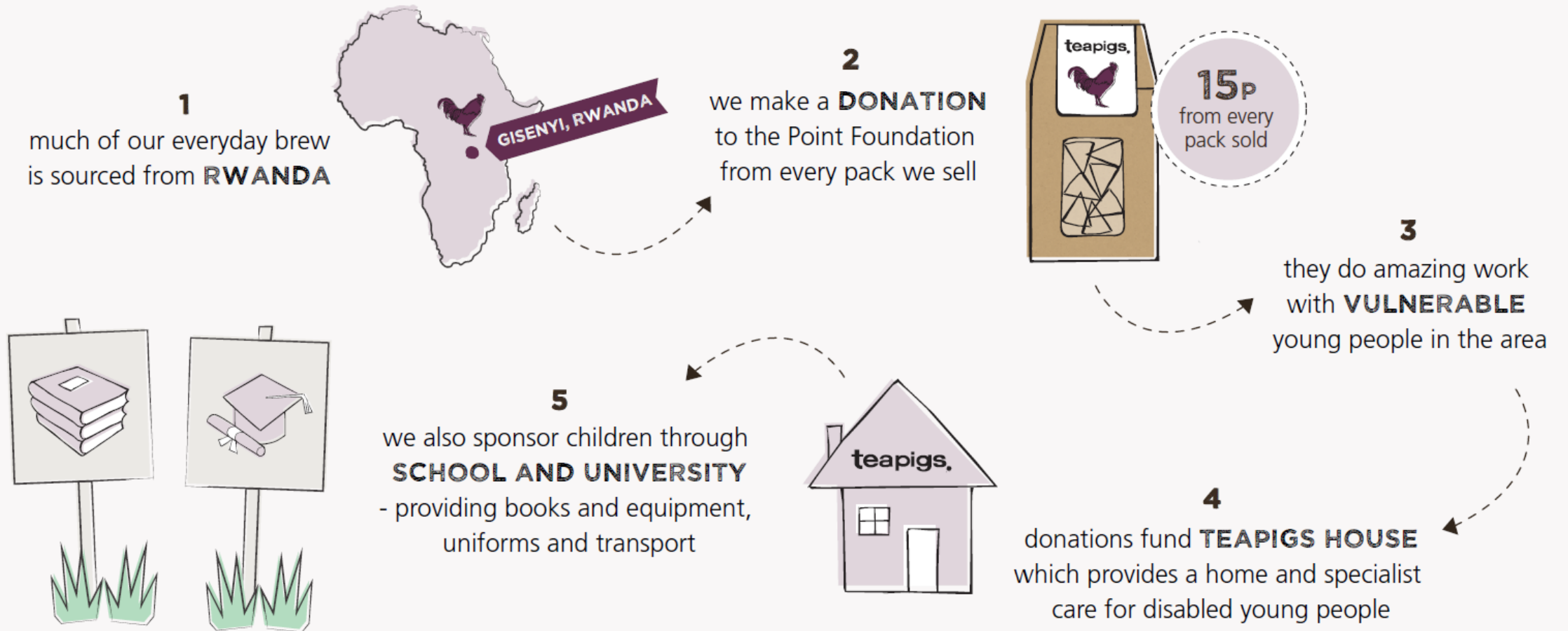
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SUSTAINABILITY



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OUR ETHICAL SCHEME



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TO DATE...

WE'VE RAISED OVER £300K

TEAPIGS HOUSE which provides a home and specialist care to 7 youths with disabilities & pays for 4 carers

OVER 1,000 BOOKS for school children

Sponsorship of **20 PUPILS**
with special needs and 28 university students

The installation of **2, WATER TANKS** providing the community with readily accessible drinking water

The build of a **VOCATIONAL TRAINING CENTER**
equipping people with skills to work.

For every 15 cases of English breakfast you buy, you could provide...

- 30 return journeys to school
- 5 pairs of shoes for nursery children
- 20 school lunches

BRAND BUILDING

we invest in the teapigs brand – driving more traffic to
your stockists

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“YAY! TEAPIGS”

aka. that feeling you get when you're served a cup of teapigs (and you tell all your friends where you got it!)



”



favourite tea
Had it on BA flight
for first time
recently, my new
favourite tea!

06 January 2020 by [KHML](#)

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6 amazing health benefits of rooibos tea

posted by sam on 16th november 2017



Roo-what? Rooibos (pronounced roy-bos) is a bush indigenous to the shrubland of South Africa. The red leaf used to make a naturally caffeine free herbal 'tea' that has a deep reddish-brown colour, and almost nutty to rooibos has been drunk in South Africa for centuries, it has only recently started to become popular the work thanks to its numerous health properties - and we for one couldn't be happier with its rising popularity! So we've put together 6 amazing health benefits of our favourite South African brew:

teapigs, 4 February · 🌱
Hate that excess plastic your tea comes wrapped in? Us too! That's why 6 months ago we switched our inner plastic bag to an awesome material made from wood pulp called Natureflex, which is completely compostable!! (Game changer right!?) 🌱

As with any big production change, there... See more



👍❤️👍 1.2K 124 comments 134 shares 🌱

SOCIAL MEDIA

We have a huge community of engaged teapigs fans across social media as well as signed up to our database who hear from us via weekly emails.

130k global social following

107k database

39k photos uploaded with #teapigs



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EVENTS

Reaching over 500k+ consumers globally!



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IN THE PRESS...

”
teapigs featured in “Eco friendly alternatives” article re: Plastic in teabags

HUFFPOST

”
Ideal prezzie for foodies

THE Sun

”
Best herbal teas with health benefits

ES.

”
“Fresh new foodie delights” – teapigs feel-good teas


THE SUNDAY TIMES

”
A treasure trove of teas

GT

”
teapigs snooze selected “8 herbal teas with health benefits”

EveningStandard.



”
teapigs are full of flavour and super ethical with none of the dusty bits found in other teas

Men'sHealth

”
If detoxing tastes this delicious -we're sold! We genuinely couldn't get enough of the clean n green from teapigs

INDY/BEST
BEST BUY
INDEPENDENT



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THE TEA MARKET

”

It's time to get more creative with tea... opportunities for growth in the out of home tea market lies in the speciality and iced tea categories

Anya Marco, Allegra Director of Insight

”

...consumers are becoming more adventurous and discerning ... Serving a range of quality hot beverages should be the first port of call, while ensuring staff are well trained and knowledgeable will mean that they can... upsell appropriately

b&i
CATERING FOODSERVICE FOR BUSINESS & INDUSTRY

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THE RANGE

carefully selected teas, matcha and
more!

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WHOLE LEAF TEA

We have a range of over 35 teas in different formats for all your business needs

STANDARD PACKS: for retail

Available in whole range of 35 teas, 6 x 15 temples/case

BIG PACKS: for serving

Available in 15 teas, 6 x 50 temples/case

INDIVIDUALLY WRAPPED ENVELOPES

Available in 26 teas, 1 x 50 temples/case

PIGLETS: great for events

Available in 28 teas, 12 x 2 temples/case

We also have a range of loose leaf teas: available in large catering packs or retail packs.

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1: A BETTER EVERYDAY TEA

“Tea... it’s just tea right?” ... Nope.

The long established blend of ‘english breakfast’ is a balance of thickness, flavour and briskness. Teas from different regions produce teas which taste... well...different. This is due to the soil, weather conditions and the way the tea is handled.

When setting out to blend our very own everyday brew we knew that it had to much the taste profile people expected but be significantly better tasting. A stand out cup of tea. The kind of cup of tea which makes people tell their friends ‘I had this great cup of tea at The National Trust.’

We took a thick tea from Assam (a tea which feels weighty in the mouth, not watery), a brisk tea from Rwanda and a flavour filled tea from Ceylon. This combination is a classic but we pay more for the very best teas, from the very best estates. Meaning that the overall taste is, you guessed it, the very best.

Louise

2: SOMETHING FOR EVERYONE

- A core range of six teas as a starting point
- Whole leaf tea in the convenience of a tea bag – BIG taste, no fuss
- Entire range includes over 35 teas as well as seasonal blends – chance to find what works for your customers without overwhelming them



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3. SOMETHING FUNCTIONAL

An all natural range of functional teas that taste amazing and make you feel great too! Made with 100% natural, real, whole ingredients.

”

*Best herbal teas
with health
benefits*

ES.

”

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A collection of Teapigs products is displayed on a light-colored wooden surface against a white, textured wall. The items include: a large brown box with a green panel that says "24 DAYS of teapigs. tea advent calendar"; a small brown box with a red panel that says "teapigs, LIMITED EDITION CHOCOLATE ORANGE TEA"; a clear glass jar with a wooden lid and a label that says "teapigs, good water"; a large orange box that says "THE BOOK OF tea"; a small brown box with a red panel that says "teapigs, LIMITED EDITION GINGERBREAD TEA"; a small brown box with a green panel that says "teapigs, LIMITED EDITION SPICED PEAR TEA"; a small brown box with a red panel that says "teapigs, LIMITED EDITION GLÜHWEIN TEA"; a small brown box with a red panel that says "teapigs, LIMITED EDITION APPLE & CINNAMON"; a white mug with a red label that says "DID SOMEONE SAY TEA?"; a clear glass travel mug with a blue lid and a label that says "teapigs"; and a white ceramic jar with a green label that says "teapigs, APPLE & CINNAMON".



MATCHA

Our premium grade matcha in a range of formats

MATCHA PURE: for retail

Available in 6 x 30g tins/case, 6 x 14 sachets/case

MATCHA PURE: for serving

Available in 2 x 80g tins/case, 2 x 500g pouch/case

LATTE SACHETS: for retail

Available in 5 blends

Pure 6 x 14 sachets/case

Chai, turmeric, cocoa and mint – 6 x 10 sachets/case

BIG LATTE POUCHES: for serving

Available in 3 blends, 2 x 200g pouch
(chai, turmeric and cocoa)

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DISPLAY

Tell people you have great tea:

- Display jars
- teapigs info on boards or menus
- Poster for your A-board | Smaller posters for tables
- Tent cards



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POS SUPPORT

- Stylish airtight jars for storing the teas and clearly displaying flavours for ease of serving
- Envelope boxes for self service
- Recognisable teapigs branding to promote the “yay” teapigs feeling throughout sites



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MENU SUPPORT

teapigs will support the design of a co-branded menu where appropriate to highlight tea offering to customers.

teapigs. MENU

| | | |
|--|---|---|
| everyday brew Our signature blend and our equivalent to a "builders' brew" - a gutsy Assam, a mellow Ceylon & a powerful Rwandan tea. | earl grey strong If you like your earl grey with oomph & wallop this is definitely the one for you. | darjeeling tea The fanciest tea of them all - our first single estate tea from the Happy Valley estate in Darjeeling. A clean & refreshing taste. |
| mao feng green tea The ultimate green tea, pure & unadulterated, just as it should be - even those who say they don't like green tea enjoy this! | chocolate flake tea Assam tea with real flakes of chocolate, not sickly sweet hot chocolate - more like dunking a choccy biccy into your cuppa. | darjeeling earl grey If you like your earl grey a little lighter and floral, take this. Darjeeling is the "champagne" of teas don't you know? |
| chai tea Our version of the Indian classic a rich, malty Assam tea with cardamom pods, cinnamon, ginger & vanilla - India in a cup. | jasmine pearls Pearls of hand rolled green tea tips which have been infused with pure jasmine flowers. | green tea with mint Moroccan mint tea - to remind you of the souks and a bit of haggling. |


OUR story
Nick and Louise started teapigs in 2006 with a mission to get the nation drinking real tea again. Louise is a trained tea taster and has been sourcing and slurping tea for over 15 years.

OUR tea
We only use the very best quality real, whole leaf teas, whole berries and whole herbs and spices - no dusty tea in sight! Our biodegradable tea 'temples' allow you to enjoy top quality loose tea but without the fuss!



plastic-free tea temples

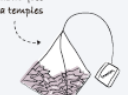
teapigs. AFTERNOON TEA MENU



The diagram 'TEA TO MATCH YOUR MOOD' features a central cup of tea. It branches into three mood categories: **BLOATED** (represented by a sad face) with peppermint leaves, lemon & ginger, clean n green, and mao feng green tea; **RELAXED** (represented by a happy face) with honeybush & rooibos, everyday brew, snooze, chocolate flake tea, and darjeeling earl grey; and **ADVENTUROUS** (represented by a happy face) with up beet, super fruit, and darjeeling tea. The diagram also includes 'great taste' and 'BEST BRANDS WINNER' award logos.

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plastic-free tea temples

TEAPIGS

WHOLE LEAF TEAS

We serve a lovely selection of teapigs whole leaf teas. teapigs are on a mission to get the nation drinking real tea.

They only use real whole leaves, whole berries, whole flowers, herbs & spices in their teas - no dust in sight - presented in their biodegradable tea 'temples'.



| | |
|---|---|
|  | Everyday brew teapigs' gutsy signature blend is as good as it gets - it's 'builders' tea (but better!). We like this with milk. |
|  | Earl grey strong This is a knockout earl grey with some real oomph and wallop. We like this with milk. |
|  | Darjeeling earl grey Delicate darjeeling tea (it's the champagne of teas, you know) with natural bergamot oil. We like this straight up but a splash of milk is nice too. |
|  | Chai tea Rich malty assam tea with warming Indian spices - cardamom, cinnamon and ginger. We like this with milk. |
|  | Mao feng green tea This green tea has a delicate peachy flavour that, unlike many green teas, won't leave a bitter taste in your mouth. |
|  | Jasmine pearls Pearls of hand-rolled green tea tips infused with pure jasmine flowers. A very special tea. |
|  | Super fruit A real fruity number with real berry pieces - bilberries, elderberries, blackcurrants and blueberries. |
|  | Peppermint leaves This peppermint tea is the freshest and punchiest that you'll ever taste (even if we do say so ourselves!). |
|  | Chamomile flowers Whole chamomile flowers (not the crushed flowers you'll usually find). Calming, soothing. |
|  | Lemon and ginger There's no match to the ginger kick and refreshing lemon in this blend. Delicious hot or cold. |

 These teas are naturally caffeine free

A discretionary 10% service will be added to your bill. All prices include VAT at current rate. Food and Drink Allergies and Intolerances: Before you order your food and drinks please speak to our team if you would like to know about any ingredients.

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TEA SCHOOL

Free tea school at teapigs HQ or via video conference for you and your sales teams:

- the teapig story
- types of tea
- how to meet & exceed your customers expectations
- seasonal recipes

Distance learning materials – including short training videos:

<https://www.youtube.com/user/teapigstv/videos>.



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TEAPIGS TODAY

We are sold in over 46 countries worldwide!



Sunkost, Norway



Jordbaer Pikene, Norway



El Corte Ingles, Spain



BIG, Malaysia



Wholefoods, UK

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SOME OF OUR STOCKISTS



Waitrose

PLANET
ORGANIC

TESCO



HARVEY NICHOLS

giraffe

DUNNES
STORES



SuperValu
Real Food, Real People

Marriott
HOTELS · RESORTS · SUITES

Sainsbury's

HOLLAND & BARRETT

DOUBLE TREE
BY HILTON™



El Corte Inglés

SELFRIDGES & CO



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