



New plants. Fresh flavours.  
Pure goodness.

# Mission

Our mission here at Sip and Smile is to create uplifting teas that blend new herbs and flavours with a focus on health and wellness. We are dedicated to sourcing high-quality, natural ingredients, handcrafting blends that are both comforting and inspiring. With a commitment to sustainability and community, we aim to grow our own organic range on UK soil, bringing customers closer to the land.



# Our Story

- Sip & Smile was born from a life-long love of growing and using herbs to support family wellness.
- I started the brand during lockdown, growing herbs and hand-bagging teas to support health and wellbeing during COVID.
- We explore unique herbs and flavours from around the world, seeking blends that delight the senses and support wellbeing.
- Every tea is hand-crafted in small batches to ensure freshness, quality, and care in every cup.
- Sustainability and ethical sourcing guide every step of our process, because we care for the people and the planet behind our ingredients.
- Looking ahead, we aim to grow our own organic range on a UK farm, bringing home-grown goodness directly to your teacup.



# Product Highlights

- **Sweet Dreams** – A calming herbal infusion promoting relaxation and wellbeing before bedtime.
- **Cloud 9** – A relaxing herbal infusion with fennel, rose petals, and ashwagandha to nurture body and mind.
- **Rise and Shine** – An energising infusion of ginger and citrus botanicals, crafted to refresh body and mind
- **Mighty Minty** – A refreshing, peppermint-packed blend that cleanses and invigorates
- **Hibiscus Hedgerow** – An immune-supporting herbal infusion of hibiscus, elderberries, and echinacea, naturally fruity and invigorating
- **English Breakfast** – A robust, malty blend from India and Sri Lanka
- **Rooibos Turmeric Chai** – A caffeine-free rooibos chai infused with warming spices and turmeric



# Product Portfolio

- Single Blends (15 biodegradable pyramids): RRP £5.95
- Retail packs: Each blend sold in packs of 6. £3.60 (or £21.60 for a pack of 6)
- Glass jars for food outlets eg cafe's £11.00
- Tubes (15 tea bags per tube) for spa's, offices etc RRP 7.95. Wholesale £4.60
- Subscriptions: Monthly



# Awards



- Mighty Minty - **Great Taste 2023**
- Rise and Shine - **Taste of the West Gold Award 2025**
- Hibiscus Hedgerow - **Taste of the West Gold Award 2025**



# Target Audience

- Health-conscious tea lovers
- Gift buyers for wellness occasions
- Busy individuals seeking a daily ritual
- Subscription-focused tea enthusiasts
- Herbal remedy and natural wellness seekers
- Mindfulness and self-care practitioners
- Office workers looking for a calming break
- Yoga and meditation enthusiasts
- Eco-conscious and ethically-minded consumers
- Tea connoisseurs exploring unique global flavours
- Seasonal tea drinkers seeking comforting blends
- Individuals with dietary preferences or caffeine sensitivity



# Market and Opportunity

- Global specialty tea market growing rapidly.
- Rising interest in wellness and functional teas.
- Offices and hotels
- Opportunities in gifting, subscriptions, and eco-packaging.
- Cafe's, food store outlets
- Spa's



# Go-to-Market Strategy

- Distribution: Direct-to-consumer online, retail partnerships, distributors, wholesale.
- Marketing: Social media, influencer collaborations, email campaigns.
- Promotions: Seasonal offers, bundles, subscription perks.
- Collaborations



# Impact and Sustainability

- Eco-friendly packaging commitment.
- Ethical sourcing of ingredients.
- Plastic-free, biodegradable tea bags
- Recyclable packaging materials
- Ethically and sustainably sourced ingredients
- Support for small-scale and fair-trade tea growers
- Promotion of plant-based, natural ingredients
- Encouraging customers to reuse or recycle packaging



# Growth Roadmap

- Short-term: Expand subscription offerings and seasonal blends. Trade fairs (Speciality Fine Food Fair, Deli and Farm Shop Food Fair, NOPEX). Christmas fairs x lots!
- Mid-term: Enter wholesale and retail partnerships.
- Long-term: International expansion and loyalty program.



# Thank you

- Website: <http://sipandsmile.co.uk>
- Email: [samantha@sipandsmile.co.uk](mailto:samantha@sipandsmile.co.uk)
- Instagram: [@sipandsmiletea](#)