



SUKI Story so far. . .

An established brand – 16 years

2500+ UK café customers

28k online subscribers

10 staff (tea aficionados)

22 export countries

suki

TEA MAKERS

SPECIALITY TEA GROWTH STATS

What's happening?

+7.9% Overall Tea (Globally 2019)

+15% Speciality Tea (Global 2016 - 2023)

+29% Speciality Tea (2017-2018 Europe OOH)

+11.2% Speciality Tea (UK/ROI retail 2019)

Allegra, World of Tea, Grocer.

TRENDS IN SPECIALITY TEA 2021



PREMIUMISATION

- Tea consumers crave authenticity, story and a memorable experience. UK brands are a major part of this story.
- £2.50 ceiling on traditional-mid. Speciality achieving £3.50 - £5.99
- Eco - Friendly packaging upgrades, design led brands
- Lifestyle association lead premiumisation drive

WELLNESS & global influence

- 55% increase in the use of hibiscus globally in herbal tea - The rise of the educated tea consumer!
- \$10.7b (US) RTD TEA - Highlighting tea as a healthier choice than soda.
- Japan 50% + of 16-35yo's drink their tea as RTD

VARIETY

- Under 30's demanding more choice
- 16 tea choices in Starbucks. People expect choice today

**PLASTIC
FREE**

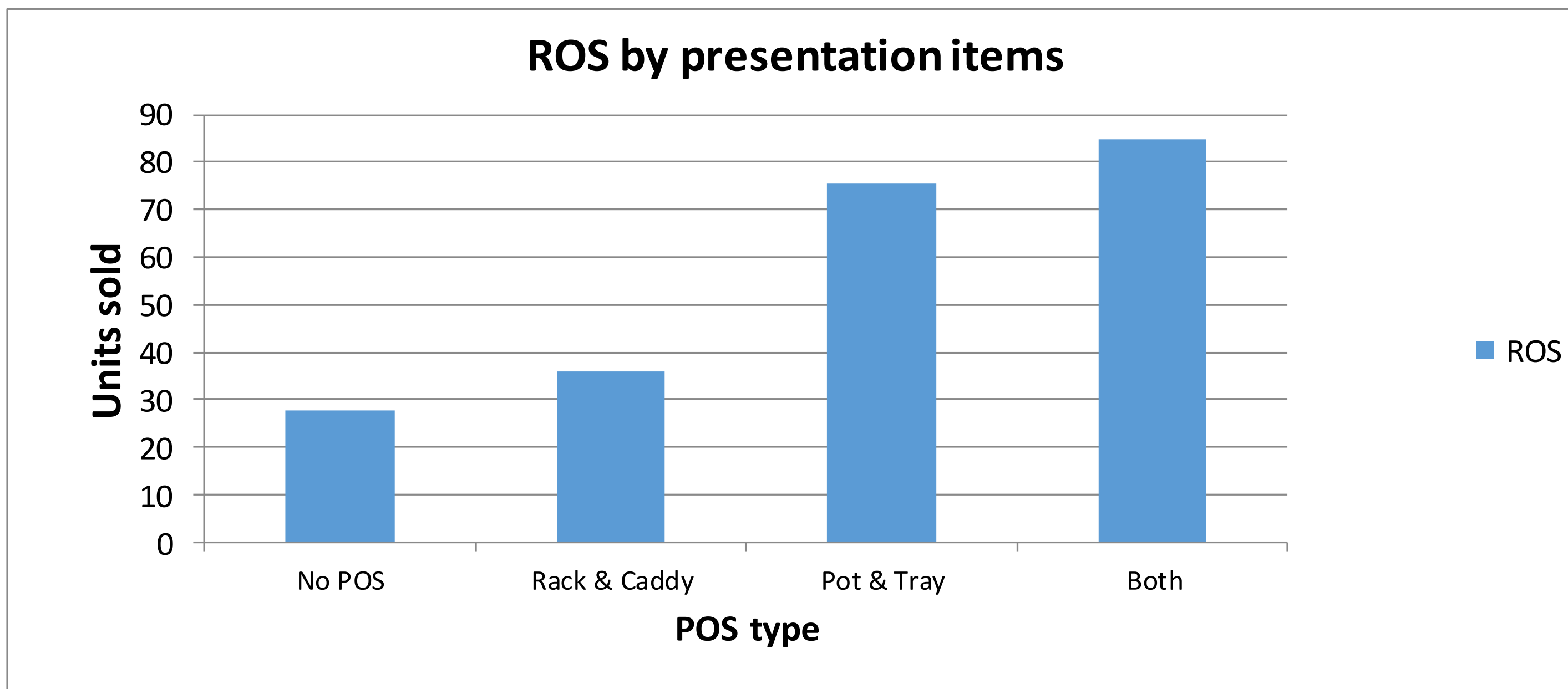
Eco Friendly & Premium Positioning

SUKI is positioned at the centre of the speciality tea customers desires for eco friendly & premium.





Drink presentation drives quality – consumers drink with their eyes

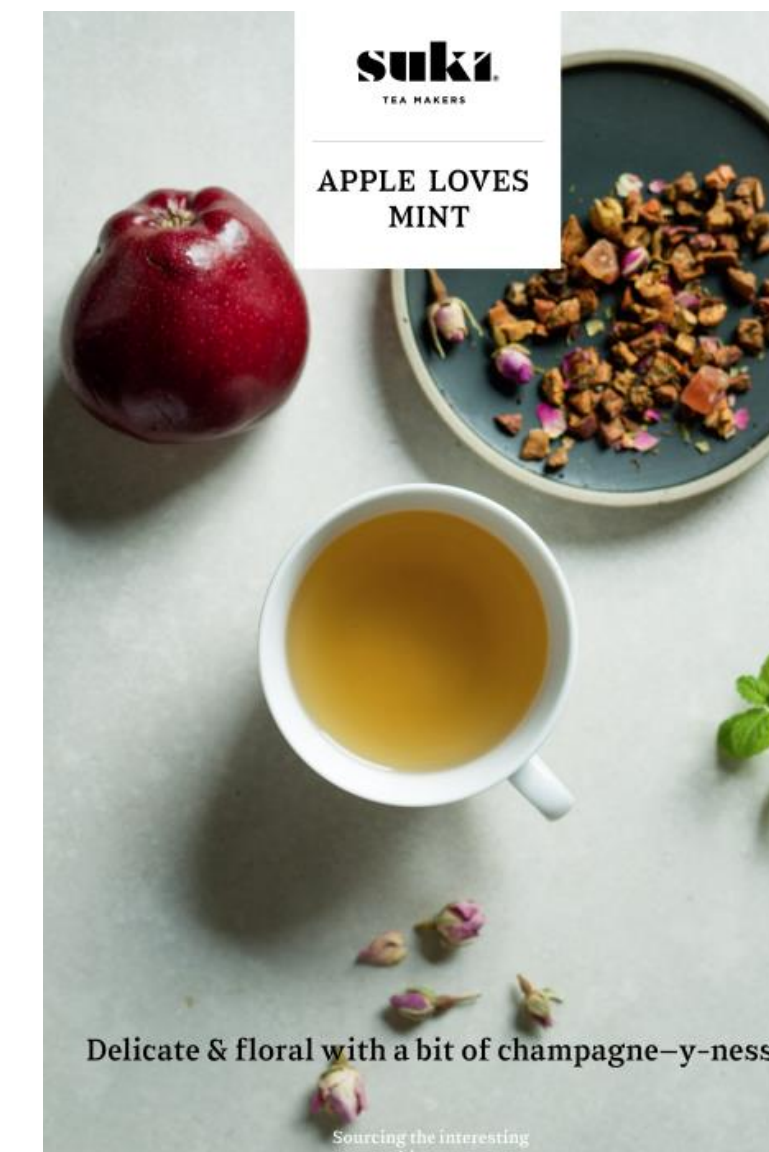
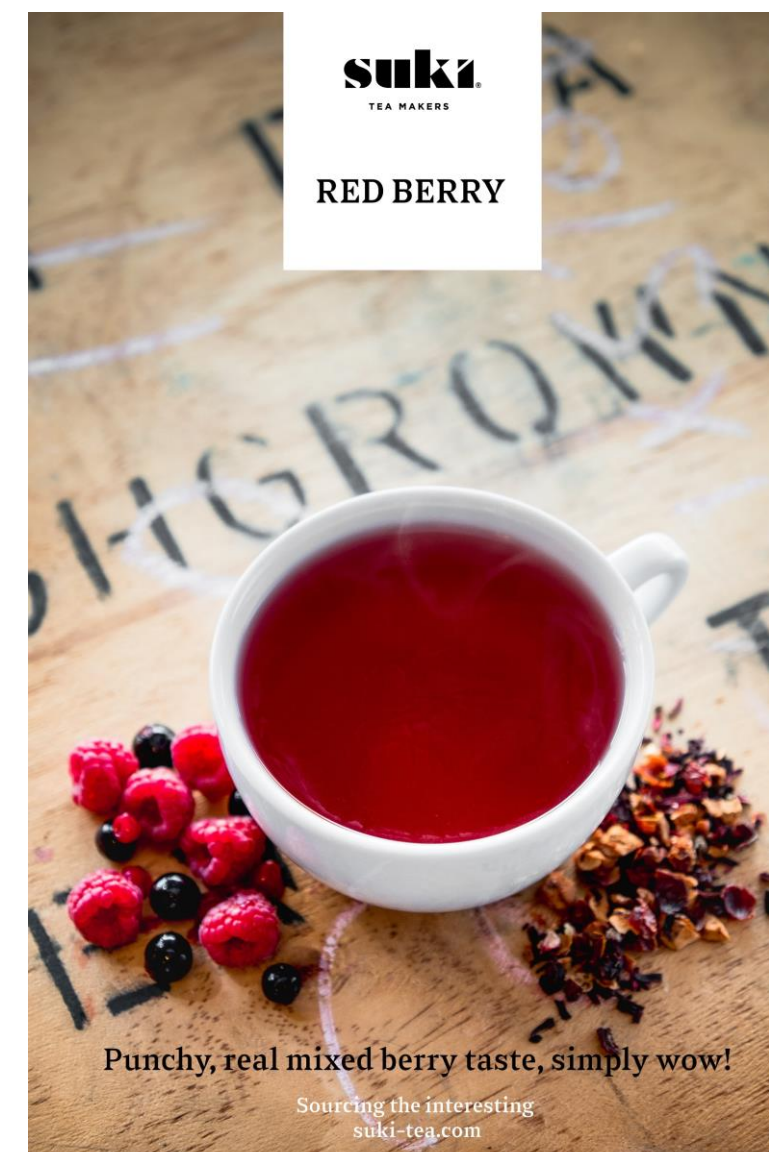
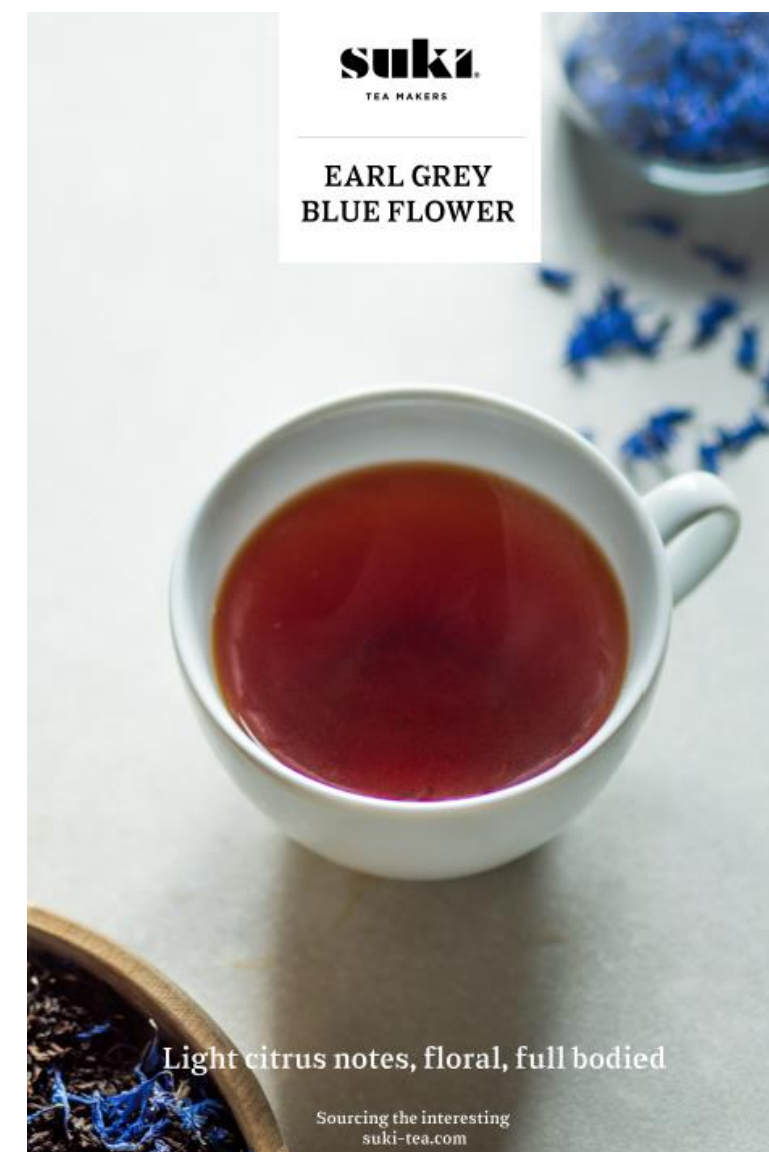


- Using pots, trays, tea rack and tea caddy increases rate of sale x3
- Same principal on coffee – well made drinks, latte art and good presentation will drive sales.
- Encourages wider consumption – “I want one” factor



POS

- Posters
- Tray liners
- Menu holders



Formats available



50 x 3g
biodegradable
pyramids



Envelopes x 100



500g
loose leaf



15 x 3g
biodegradable
pyramids



100g
loose leaf



TEA MAKERS



Loose Leaf
or Biodegradable Pyramid



Centaurea cyanus
Blue Cornflower

Hand blended
in small batches



Big Leaf
Big Flavour

Camellia sinensis
East African Black Tea

Natural Bergamot flavouring

Fairtrade
Earl Grey Blue Flower

TEA & HEALTH

What's in our everyday brew?

Tea is the second consumed liquid on the planet after water. There is a good reason people are drinking it more than ever.

Tea is a great source of hydration but there is so much more this product offers...

These health benefits aren't unique to SUKI but married with premium design led packaging which is plastic free appeals to tea lovers.



DAILY HYDRATION

Tea is an excellent source of your daily hydration quota.



NATURAL SOURCE OF MINERALS

Tea is also a good source of fluoride, which is helpful for healthy teeth & gums. It also contains manganese, essential for bone growth and body development, and potassium, vital for maintaining body fluid levels.



L-THIANINE - Unique to tea

This amino acid is unique to tea. It promotes non-drowsy relaxation and mitigates the effects of caffeine. It also regulates Dopamine and Serotonin levels – our happy hormones!



BURSTING WITH ANTIOXIDANTS

Tea contains antioxidants which can have a positive effect on health by working to combat free radicals that can cause damage to the cells in the body.



Plastic Free Promise:

Suki Tea aims to replace all packaging with a plastic free option by end 2021, 91% of our range is already 100% plastic free.

Accreditation:

Suki Tea is Fairtrade, Rainforect Alliance and Organic Certified. 76% of our volume carries certification.

One cup of porridge

One Pre-School per year and One Cup of Porridge per child

Suki Tea support Sorwathe Tea Garden's award-winning CSR programme in Rwanda through donations towards providing one cup of porridge to nursery school children of tea plantation workers.



LinkedIn
Say Hello

