

# Hot drinks & cold brew

**NEW**



**KENCO PIONEERS HOME RECYCLABLE PAPER REFILLS**

JDE Peet's UK&I

# Recyclable paper coffee refills

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KEY BRANDS

**Kenco**  
**L'OR**  
**Douwe Egberts**

JDE Peet's is bringing its revolutionary paper refill packs to UK&I retail for the first time, from this month. Following a successful year of research, development and testing, JDE Peet's is the first major UK&I coffee company to switch from plastic to paper refills, marking a breakthrough for sustainable packaging in the instant coffee category, with a pack that can now be recycled at home, says Roberto De Felice, marketing director UK&I.

"The cutting-edge packaging technology is over 85% paper, meaning it can be put in home recycling bins and has been specially developed to keep the coffee fresh for 15 months, so consumers can enjoy the same high-quality taste experience," he reveals. "We're proud to be the first major coffee company to take this crucial stride. 76% of shoppers are looking to recycle more<sup>1</sup> and our new packs will empower them to do so by removing barriers and making recycling easy."

**Rise in refill and reuse**

The paper refill packs, which use 97% less packaging\* than standard glass coffee jars, are designed to refill the jars to create a more sustainable refill, recycle, reuse behaviour. "Consumers want to embrace reusable and refillable packaging, we see this already in instant coffee where refills are worth over £34m RSV per year, growing 13.9% YoY<sup>2</sup>, and over 90% of those buying a Kenco refill are actively decanting the coffee<sup>3</sup>," notes De Felice. "By encouraging wider adoption of paper refills, we can reduce packaging waste and remove plastic from retail supply chains. We've always been a pioneer in this area; in 2009 we were the first to launch the refill format with Kenco,



which today is the market leader with a 79% share of instant coffee refills<sup>4</sup>, delivering over £25m RSV each year<sup>5</sup>. We're excited to raise the sustainability standard once again for the format."

The new paper packaging will replace existing plastic packs for Kenco and Douwe Egberts and will be rolling out to introduce the refill format to the L'Or brand, for the first time ever.

**Common Grounds programme**  
Paper refill packs mark a significant step on JDE Peet's sustainability journey, supporting its Common Grounds programme, which aims to minimise its footprint and unleash the potential for coffee and tea to create a better future. "Packaging is a hugely important topic," says Oliver Ellis, sustainability lead UK&I. "Transitioning to paper refills is just one step towards our goal of having 100% of our packaging reusable, recyclable or compostable by 2030."

Continuing its sustainability journey, JDE Peet's has recently been included in the prestigious Dow Jones Sustainability Europe Index, with more information available online<sup>6</sup>.

**“The cutting-edge packaging technology is over 85% paper, meaning it can be put in home recycling bins, and has been developed to keep the coffee fresh for 15 months”**



**Source**  
<sup>1</sup> IGD, Help Me Live Sustainably 2022  
<sup>2</sup> Nielsen Scantrack, Total Coverage, MAT to Dec 23  
<sup>3</sup> Kenco Refill Usage Survey, July 22  
<sup>4,5</sup> Nielsen Scantrack data, Total Coverage, MAT to Dec 23  
<sup>6</sup> <http://tinyurl.com/ye5xz7f7>  
  
\* One of the company's Kenco, L'OR and Douwe Egberts Refill Packs uses over 97% less packaging than an individual glass jar & lid, per gram of coffee

## Analysis



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# Leisure, health and pleasure

**With inflationary pressures impacting pricing, suppliers are keen to promote the positive aspects of the category to retain shopper interest**

Barista-style coffees that can be made at home, calming and energising teas and infusions that fit in with health and mindfulness trends, and products that play to consumers' heightened sense of environmental responsibility are all key factors in the ongoing success of the hot drinks and cold brews sector. However, while the inflationary environment has boosted value, it has also taken its toll on prices, and volumes over the past year have remained relatively static.

According to Roberto De Felice, marketing director UK&I at Jacob Douwe Egberts (JDE), the coffee category is now worth over £1.6bn<sup>1</sup>, with more than 24m households in the UK buying coffee<sup>2</sup>. As such, it offers a growing opportunity to retailers. "Coffee plays an essential role in shoppers' routines, as one of the most difficult beverages to go without<sup>3</sup>," he says. "UK consumers continue to reach for it over tea<sup>4</sup>. With consumers increasingly looking for more evolved coffee shop-style coffees that deliver on

taste and quality, it remains vital for retailers to offer an exciting and diverse coffee range to make the most of the category."

Recreating coffee shop favourites at home is one of the simple switches consumers continue to look for, he notes. Growth in segments such as frothy coffee specialities (+17% year on year<sup>5</sup>), instant (+6.4% YOY<sup>6</sup>) and single-serve pods (+3.2% YOY<sup>7</sup>) are proof of this, he adds.

Over the past year, the hot drinks

## Analysis

and cold brew sector has navigated a challenging landscape due to inflation and the cost-of-living crisis, says Natalie Harrison, head of e-commerce and marketing at Dualit. “While the cost of coffee has indeed risen, at Dualit we have observed that consumers still crave quality and a moment of indulgence,” she says. “Despite the higher costs associated with pods and coffee bags compared to instant coffee, they remain much more affordable than coffee shop alternatives, offering café quality at home. Dualit’s coffee capsules are currently being sold at an average price of just 32p per capsule.”

In the light of rising trends for coffee and energy efficiency, Dualit’s coffee bags have become a convenient and efficient solution and sales have increased by a “staggering” 400% in the first six months of the company’s financial year<sup>8</sup>, “proving consumers are looking for an affordable, high-quality coffee fix”, she adds.

### Inflation hits tea

Within the tea category, problems with private-label availability and, ultimately, tea drinkers’ high loyalty to their preferred brands have resulted in tea faring better than many other food and drink categories over the course of the year, says Dan Adams, senior category development manager at Tata Consumer Products. “While overall unit sales of tea have fallen slightly (-1.5% YOY<sup>9</sup>), there is buoyancy specifically in speciality, decaf and fruit and herbal teas,” he says.

However, the big news of the year is tea’s value sales, which have benefited from inflation (+18.7% YOY<sup>10</sup>) overall and, in the last quarter, as new pricing filters in, these have risen by 13.5%<sup>11</sup>, he adds.

Inflationary pressures are coming to bear on the total tea category in the UK as prices continue to rise, says Franck Ramonet, head of sales South West Europe at Yogi Tea. “Subsequently, shoppers have pulled back on their volume purchased. For black tea, we can see that the value increased 6% but volume has fallen -3% YOY<sup>12</sup>. This shows the inflationary pressure is still there on black tea. However, the sector may have benefited from consumers buying into bigger pack sizes that offer better value per kg.

“Fruit and herbal teas have grown



ahead of the total category, up 14% in value<sup>13</sup>, but units remain flat at 0%<sup>14</sup> as prices increase,” he adds. “This is all taking place at a time in the UK where shoppers are consciously looking to spend less on their groceries, with the majority of households concerned about rising costs.”

With fruit, herbal and green tea, Ramonet believes the majority of brands have seen a significant price increase, coming through a combination of CPI and less effective promotions. Yogi Tea has held on to its pricing by absorbing some minor price increases in certain herbs and offsetting against better prices in some other categories. Its RSP is £2.75, which he says is “very competitive” with brands across the pricing hierarchy.

### What consumers are looking for

Seeking the coffee shop experience at home continues to be a trend bolstered by hybrid working models and the

desire for convenience, says Dualit’s Harrison. “Drawing on Dualit coffee customer data, we know that 69.57% of customers surveyed drink coffee capsules daily<sup>15</sup> – this is an easy way to replicate café quality at home,” she reveals.

In fact, 53% of consumers<sup>16</sup> have been cutting down on their coffee shop visits to save money, says JDE’s De Felice, explaining: “Consumers have had a taste of barista-quality coffee at home and now won’t compromise for anything less. They are also willing to pay that little bit extra for higher-quality products.

Knowledge, desire and social consciousness are major trends within the tea sector, says Tata’s Adams. “Consumers’ knowledge of different types of tea and infusions has grown, as well as their expectations of brands’ ethical and environmental performance,” he says. “Awareness of this needs to be heightened at all

# Flavours of the year

“We anticipate the trend for making café-quality matcha or chai lattes at home will continue to rise, particularly among the younger generations,” says Dualit’s Harrison. “Matcha and chai are becoming more and more popular as energy drink alternatives. We’re also seeing growing interest in matcha drinks made with oat milk. Our survey shows 66% of customers would try a matcha latte and 68% would try a chai latte<sup>i</sup>.”

Dualit is also observing a shift towards robusta coffee blends, challenging the traditional preference for arabica, notes Harrison.

The demand for

plant-based options continues to grow, says JDE’s De Felice. “With one in three consumers now choosing milk alternatives<sup>ii</sup> there is a clear demand for coffee-shop quality products that enable customers to recreate their favourite plant-based coffees at home.”

Flavoured coffees now represent over 30% of the speciality sector<sup>iii</sup>, he adds, with caramel accounting for 46% of the flavoured specialities segment<sup>iv</sup>. “Retailers should stock up on best-sellers, such as Kenco Iced/ Hot Lattes in Salted Caramel and Vanilla, which achieved over £4m in value sales in 2023<sup>v</sup>. This innovation enables retailers to

maximise their rate of sale throughout the year – with iced lattes perfect for summer and hot lattes ideal for winter,” he says.

Another popular flavour trend is orange-flavoured chocolate products, he adds, noting that chocolate orange-related searches have increased by 43% in the last five years in the UK<sup>vi</sup>. In September 2023, the company launched limited-edition Tassimo Cadbury Orange Hot Chocolate Pods.

In terms of teas, key watchouts are for new products which add value to black teas, says Tata’s Adams, noting that these need to be more than

a gimmick and must deliver on taste if they are to be a sustainable, value-adding option.

In the fruit and herbal space, flavour combinations which deliver on taste will win out, he adds.

Consumers are always on the hunt for new flavours, says Yogi Tea’s Ramonet, with health, inner wellbeing and mindfulness continuing to be key trends. At the end of last year, the company launched Ashwagandha Balance tea, aimed at inducing calm and confidence in the nervous system, as well as Mental Clarity, a blend of ginseng, lemon balm and eucalyptus, to re-energise the mind.

shopper touch points to increase understanding and the value of supporting tea communities.

“Over 50% of buyers buy both black and non-black teas<sup>17</sup>,” he adds. “Health – as well as the fit of teas and infusions being naturally good for you – is a trend, but meeting different tea occasions is a bigger opportunity. Treat for me continues to be a big trend particularly as consumers seek more affordable treats and spend more time at home. Premium teas and bold flavoured fruit and herbal infusions offer affordable indulgences.”

The demand for decaf products will also continue to grow as consumer are increasingly aware of their caffeine intake, says Yogi Tea’s Ramonet. In fact, physical and mental wellbeing are still pretty high on everyone’s agenda, he notes. “We can see more attention is placed on yoga and mindfulness. ‘Health and wellness’ as well as ‘pleasure and rewards’ are two other

big trends, which perfectly align with the Yogi Tea essence.”

## The vital role of sustainability

In a recent major rebrand, Nestlé UK & Ireland has upped the ante on its environmental credentials, with the “powerful declaration of 100% responsibly sourced coffee on-pack”, reveals marketing director Sophie Demoulin. Over the last decade Nestlé has worked with communities around the globe to make their coffee farming practices more sustainable and, building on those efforts, launched the Nescafé Plan 2030, defining the brand’s sustainability vision for the next decade. This includes helping coffee farmers transition to regenerative agriculture practices and, in doing so, helping to improve their livelihoods and bring environmental benefits, including reducing greenhouse gases for years to come, she says.

Also, looking to help growers at

source, Yogi Tea, together with partners in Sri Lanka, has set up a long-term vanilla project, to benefit the locals for many years to come, says Ramonet. “As well as providing jobs for 25 local people who look after the vanilla crop, the project also provides sources of income for others living in the local area, such as long-term leases for the land on which the vanilla is grown, trade in seedlings and selling organic compost. This project is designed to be a lasting partnership, allowing the farmers to plan ahead in a way they have never been able to do before,” he says.

“We are also gradually introducing long-term agreements with farmers to cover the majority of our procurement for the ingredients we need. It means we can define joint projects that help improve the basic living conditions of our partners and the sustainability of their goods – and therefore also of our own products.”

## Analysis

All the ingredients for Yogi Tea are sourced 100% from controlled ecological farms and are therefore certified organic, he adds. “We’re part of the Ethical Tea Partnership, the world’s leading organisation for promoting sustainability in the tea industry. It’s more than tea, it’s more than certifications. It’s creating a better world by going beyond what’s expected.”

Back in the UK retail market, JDE Peet’s goal is to make 100% of its packaging reusable, recyclable or compostable by 2030 and, to this end, it became “the first coffee company to pioneer a new paper coffee refill pack into UK & Irish retail”, transitioning its Kenco and DE Instant Coffee refill packs from plastic to paper, as well as introducing the L’Or brand to the paper refill format for the first time ever. “Being 97% less packaging than the standard glass coffee jars, this transition means the refill packs can now be recycled at home,” says De Felice.

At Tata, the company has invested in its Eaglescliffe factory in the north of England to future proof the business and strengthen its sustainability agenda. “Over £40m investment has enabled a significant transformation for Tetley tea, with a superior blend, plant-based tea bags, 100% green energy factory and recyclable packaging,” says Adams. “As one of the largest tea factories in the world, Eaglescliffe has pioneered world-class developments in carbon reduction, production efficiency and waste reduction and has been instrumental in making significant progress against our sustainability targets.”

Moving to plant-based tissue teabags, the company’s Good Earth and teapigs teabags are already plant-based and Tata has been on a mission to transition Tetley to the same, he says. This year, we successfully delivered one of our biggest pack format changes, which tackled the recyclability of one of our softpack packaging formats. The new carton design has no plastic wrapping on the outside or plastic inner, and is sift-proof, which means the tea is kept safely inside.”

Sustainability is a journey, he says and the investment and improvement form part of the company’s normal business operations.



### Future prognosis

Dualit’s Harrison believes consumers will continue to seek out budget-friendly luxury coffee options that provide a café-quality experience “at a fraction of the price”. Meanwhile, with a growing consciousness around environmental issues, she expects to see an increase in sales for sustainable coffee options and a decline in demand for single-use plastics and products that are not environmentally friendly.

However, she recognises that the financial climate poses significant challenges and there is a persistent perception among some customers that coffee pods have a negative environmental impact. “To address this, Dualit is educating our customers about our sustainability initiatives, such as the EcoPress Aluminium Capsule Recycler and our Home Compostable Coffee Pods,” she says.

The inevitable rise in prices due to increased costs of materials and wages may affect pricing and competition in the sector continues to intensify, she adds. “As marketing budgets increase across the industry, Dualit must strategically leverage its USPs, focusing on the high quality of our products and our sustainability credentials to stand out in the marketplace.”

In tea, Adams believes there is room to improve value sales further. “We know that shoppers are willing to pay for better quality and value, and we expect this discernment to be applied to what is available in the market, particularly as knowledge and trial of different product offerings increases. Strong performance here will influence brand growth.”

Alongside this, activity to boost volume sales needs to be catered for, he adds. “We will be seeking to work closely with retailers to address the need to reappraise the value of tea and what needs to be done to reach lapsed buyers, new buyers and encourage deeper spend by current buyers.”

### Sources

- <sup>1</sup> Kantar, Total GB, MAT to w/e 24.12.23
- <sup>2</sup> Kantar WPO, Total Market, Total Coffee (ex Liquid), Buyers (000), 52 w/e 09.07.23
- <sup>3</sup> JDEP/Toluna Study, n=1000, GB Field, Dec 8-12 2022
- <sup>4</sup> Kantar, WPO, Total GB, MAT to w/e 24.12.23, Coffee av. purchase frequency = 13.7PY vs tea at 9.5PY
- <sup>5,7</sup> Nielsen, Total Coverage, Latest 52 w/e 30.12.23
- <sup>8</sup> Dualit internal company data
- <sup>9-10</sup> Nielsen, MAT to 02.12.23
- <sup>11</sup> Nielsen, 12 w/e 02.12.23
- <sup>12-14</sup> Nielsen, Total Tea, Total Coverage, By sector, 52 w/e 04.11.23
- <sup>15</sup> Dualit coffee customer survey
- <sup>16</sup> JDE Cost of Living tracker, Human8, n=484 coffee drinkers 2023
- <sup>17</sup> Kantar data, 52 w/e 26.11.23. Black tea includes everyday and black decaf

### Flavours of the year

- <sup>1</sup> Dualit coffee customer survey
- <sup>11</sup> Allegra, 2023
- <sup>11/16</sup> NielsenIQ, Total Coverage, Caramel Speciality vs All Flavour Speciality, Value Sales, MAT to 30.12.23
- <sup>v</sup> Based on Nielsen data, Total Coverage - Kenco Iced/Hot Lattes, Value sales YTD to 30.12.23
- <sup>16</sup> See 3

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# Hot Drinks & Cold Brew



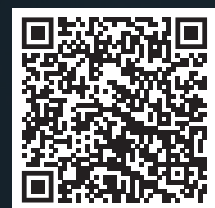
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Sources: <sup>1</sup>The Grocer Reader Survey 2021. <sup>2</sup>Britain's Biggest Brands 2023 (NiQ 52 w/e 31 December 2022) who have advertised with The Grocer during Jan 2022 – Sept 2023.

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**WilliamReed.**



Boost Drinks

# Give your 2024 a Boost

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KEY BRANDS

**Boost**  
**Rio**  
**Source**  
<sup>1</sup>2 IRI, Units Dairy Drinks  
Coffee S&I, GB Convenience  
NI, 52 w/e 20.12.23  
<sup>3</sup> Circana All Outlets, 52 w/e  
30.12.23  
<sup>4</sup> Sales out data to the end of  
Nov & United data

Boost Drinks, known for its comprehensive range of functional drinks products, has gone from strength to strength in recent years – growing sales in energy stimulation, sports drinks and RTD iced coffee, reveals Amy Ankrach, customer marketing manager.

In just three years, Boost has become the UK's third-largest selling RTD iced coffee brand<sup>1</sup> and boasts four of the top selling iced coffee flavours – Caramel, Mocha, Espresso and Latte – which account for 86% of category sales<sup>2</sup>.

One of the fastest-growing categories in UK soft drinks, RTD iced coffee has risen from £109m in 2019 to £244m in 2023<sup>3</sup>. Recognising this, Boost instigated a dedicated, innovative fixture to merchandise the leading RTD iced coffee products together. This initiative assisted retailers in selecting the right products for their store and 'boosted' further category growth of 12%<sup>4</sup>, four times the current market



**“In just three years, Boost has become the UK's third-largest RTD iced coffee brand<sup>1</sup>”**

growth rate, says Ankrach. “Boost will look to replicate this successful activity with other trusted partners, in line with our ‘Honest Broker’ principle of encouraging mutual growth through collaboration,” she says.

“The year ahead will further cement Boost's position as an accessible, inclusive brand that energises busy people and busy lives,” she adds.

**BOOST**  
DRINKS

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<sup>1</sup>IRI 52 WKS UNITS DAIRY DRINKS COFFEE S&I/GB CONVENIENCE NI TO 30/12/23;  
<sup>2</sup>CIRCANA GB S&I AND CONVENIENCE NI (EXC MULTS), UNIT SALES 52 WKS TO 07/10/2023.

**LET'S DO THIS.**

Dualit

# Redefining coffee culture

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KEY BRANDS

Dualit

↙ The past year has tested the resilience of the hot drinks and cold brew market. Despite the global inflation and cost-of-living crisis, Dualit has stood out by offering consumers a consistent blend of quality, indulgence, and affordability, says Natalie Harrison, head of e-commerce and marketing at the company. “Dualit has been proactive in responding to economic pressures,” she says. “While the cost of coffee has risen, we’ve avoided significant price increases thanks to our in-house engineering and UK production capabilities. This is as of January 2024, but it won’t be possible to continue indefinitely.”

**Innovation and sustainable moves**

With the shift to hybrid work models, consumers want to recreate the coffee shop experience at home. Dualit has worked hard on innovation, expanding its Home Compostable capsule range and introducing new flavours. “We’ve also doubled our in-house roasting capacity, allowing for new blends and better value,” reveals Harrison.

Over the past year, Dualit has evolved its branding to emphasise sustainable materials and increased efficiency in coffee roasting and packing. It has also invested in new and improved products, such as flavoured capsules and efficient packaging solutions.

Sustainability has been a key focus – especially important in the current financial climate. “From our Home Compostable Capsules to Recyclable Aluminium Capsules and Coffee Bags, the brand advocates for proper disposal



“We want to create the ultimate at-home coffee experience – exquisite coffee, excellent coffee machines, delicate coffee cups and accessories for the aspiring home barista”

and has introduced the EcoPress range, enabling all aluminium pods to be recycled at home,” says Harrison. “Over 70,000 EcoPress models have been sold since its launch in 2020.

“Competition remains fierce, but Dualit plans to leverage its USPs, with a focus on the high quality of its products and sustainability credentials. We pour our heart and soul into every espresso and coffee bag, and our customers appreciate this commitment.”

**Looking ahead**

In 2024, Dualit plans to expand its coffee range and is monitoring trends, such as the popularity of Gen Z energy drinks. “We’re planning to launch more chocolate-focused products following the success of our new Handheld Milk Frother,” she says. “We want to create the ultimate at-home coffee experience – exquisite coffee, excellent coffee machines, delicate coffee cups and accessories for the aspiring home barista. Consumers can also look forward to the launch of Dualit’s new Cocomat, a family-sized Milk Frother Max, and the Espresso Pro for at-home professional quality espressos.

“Meanwhile, coffee buyers can anticipate a brand that adapts to market challenges and leads in innovation, quality, and sustainability. With Dualit, the future of coffee is here, and it promises to be as enticing as the aroma of a freshly brewed espresso.”



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Tata Consumer Products GB

# How to Make More with Tea

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**Tetley**  
– Original  
– Decaf  
– Premium Blacks  
– Greens  
– Herbals  
– Super Teas  
– Redbush

**teapigs**  
– peppermint leaves  
– chamomile flowers  
– mao feng green  
– lemon and ginger  
– everyday brew  
– snooze sleepy

**Good Earth**  
– Ginger Turmeric & Lemon  
– Moroccan Mint  
– Hibiscus, Rose & Sweet Berries  
– Elderflower & Pear  
– Tropical Mango & Moringa  
– Passionfruit & Orange

↓ Brits love their tea, but there’s a need to do more to drive appreciation of this under-valued beverage and ignite the enormous growth potential that exists. ‘Make More with Tea’ – extolling quality, pride and value in every brew – forms part of Tata Consumer Products’ ambitious strategy for the tea category.

**Better brews and better for you**  
Everyday black tea remains the category backbone, but long-term decline here needs to be challenged by delivering uncompromising quality that shoppers are happy to pay more for, says Tata.

At under 4p a serve, tea is hugely undervalued. The desire for value and the role of price-marked packs (PMPs) and promotions won’t disappear, but as 70% of shoppers recognise the benefit of paying more for quality<sup>1</sup>, there’s room to enhance the value equation.

“Tetley is a smart choice for shoppers seeking quality brews at reasonable prices with Decaffeinated, F&H, Green and Benefit Blends popular options alongside core Black Tea,” it notes. “With the growing trend of shoppers seeking high-quality teas, our premium brand, teapigs, is benefiting from increased distribution and activity to drive awareness and trial. teapigs has had an exceptional year with value up 27.3% and volume sales rising 18%<sup>2</sup>.”

Tea is a natural healthy beverage and, unlike other categories’ ‘healthy options’, is not costly. Calling out the key benefits of antioxidants, hydration and decaf can help to unlock value.

As the range of teas and infusions is explored, tea as an ‘affordable treat for me’ is evident. Making clear the journey



“For retailers, finding ways to encourage shoppers to review tea offerings beyond the basic buys of black and decaf is essential”

through different tea experiences at fixture will encourage take-up of higher-value premium teas and fruit and herbals as affordable, indulgent buys.

**Encouraging greater sales**  
Tea’s versatility fits into all occasions and day-parts, but the category needs to lure the next generation. Here, Tata’s Good Earth brand, with its bold and unique flavours, is attracting younger shoppers, while significant distribution expansion means it has become the fastest-growing wellness brand<sup>3</sup>.

For retailers, finding ways to encourage shoppers to review tea offerings beyond the basic buys of black and decaf is essential. So, why not:

- Re-site everyday buys deeper into the aisle to encourage wider exploration;
- Signpost types of tea; provenance, taste profile and occasion are important prompts to tempt consumers to a higher value basket spend;
- Elevate the fixture by portraying tea’s fit with different lifestyles and needs, to appeal to different groups;
- Highlight recent developments in ethical sourcing and sustainability as these are important nudges to buy.

Retailer and brand partnerships that respond to changing consumer desires are essential to unlock the potential of the tea category, so let’s Make More with Tea together and elevate shoppers’ experience of tea in-store.



Source  
<sup>1,2,3</sup> Nielsen, Data to 02.12.23

TATA CONSUMER PRODUCTS

# a fine family of teas



accessible  
quality for all



exceptional  
quality  
premium tea



bold flavours  
tempting the  
next generation



teapigs.



Yogi Tea

# For the love of tea

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KEY BRANDS

Yogi Tea

Despite the ongoing challenging market conditions, it has been another great year for Yogi Tea in 2023, reveals Franck Ramonet, head of sales South West Europe. “With new customers stocking Yogi Tea and more listings, the brand’s presence in the UK is going from strength to strength,” he says. “And with consumers looking for more variety as well as specific health & wellness benefits, Yogi Tea is perfectly placed to meet their needs.

“We have kept our prices pretty still, absorbing some minor increases, as we want to offer consumers the best, most delicious herb and spice tea blends, with the highest-quality ingredients and also at the best value,” he notes.

Since day one, Yogi Tea has been about doing what’s right, he explains. “At the same time, the brand knows it can always be better, and is always working to improve the way it does things. This mindset led us to create compostable tea bags, tea cartons that are made from 100% FSC®-certified paper and use climate-neutral shipping for their ingredients. It has also led the brand to work with anyone – even other tea companies – because we believe it’s not about competing to increase profits, it’s about collaborating to help us, our industry, and the world, be better.

“The team at Yogi Tea dedicate their time to bringing to market great tea with a generous side of environmentalism, social justice, and ethical business practices,” adds Ramonet. “From helping provide specially formulated porridge to schoolchildren in Rwanda, implementing regenerative agricultural practices that are crucial in the fight against climate change or using our tea production to run reforestation projects, sustainability is at the core of everything we do.”

In 2023 Yogi Tea became a certified B-Corp, with a score of 117.6 – well above the 80-point benchmark needed for certification. “This score represents more than



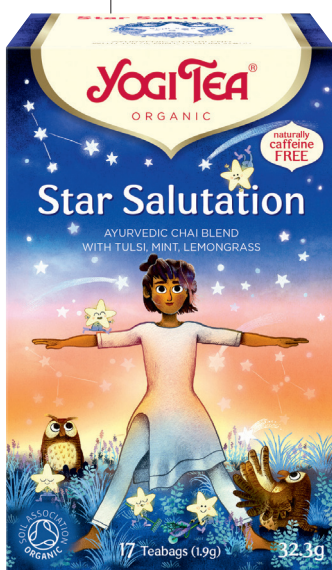
“Today, Yogi Tea has over 50 blends made from 100 ethically-sourced exotic spices and botanicals”

a number,” says Ramonet. “It reminds us how our everyday actions and decisions can have a positive impact on our community, our workers, our consumers and our planet.”

**Rooted in Ayurveda**

Over the past five decades, Yogi Tea has made delicious, functional teas inspired by the ancient holistic healing philosophy of Ayurveda. The brand also offers specialised herbal formulas blended for both delicious taste and healthful benefit. Today, Yogi Tea has over 50 tea blends made from 100 ethically-sourced exotic spices and botanicals. Its latest yoga-inspired limited-edition tea blend for 2024 is Yogi Tea Star Salutation. “Our new special blend of tulsi, mint and lemongrass will turn a daily yoga session into a wonderful experience,” says Ramonet. “Enjoying a delicious cup of this soothing tea in a moment of relaxation is invigorating and leaves consumers feeling connected.”

Two exciting new products will also be launched to the UK in September – a month that celebrates all things organic. While these are still top secret, consumers will be able to preview and taste them before launch at several events across the country.



# YOGI TEA®

ORGANIC



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