



we are tea



HASKINS

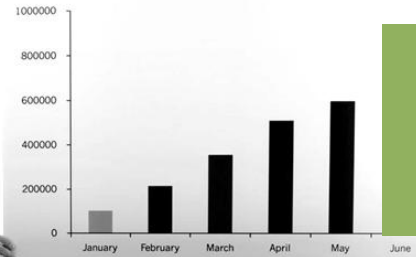
for garden pleasure

&

driving sales through innovation



SALES



the 360° support programme



After sales support and POS

we are tea		whitetea	
blacktea		jasmine	£2.75
english breakfast	£1.65	silver needle	
earl grey	£1.70	<small>The softness of the leaves is a real highlight of this tea.</small>	
oolongtea		infusiontea	£1.75
yellow gold rolling	£2.15	lemon	
greentea		chamomile	£1.75
greenoid supreme	£1.70	<small>The natural sweetness of chamomile flowers is a real highlight of this tea.</small>	
moroccan mint	£1.85	supertea	£2.50
		purple	£2.00

Menu development utilising our colour coding system



Consistency across drink in and takeaway with Simplicitea



the results

- Tea icon: Sales of speciality tea doubled in just 6 months
- Tea icon: We Are Tea's presence aids in uplift of coffee sales by 4%
- Tea icon: Increased staff engagement
- Tea icon: Increased customer engagement and loyalty
- Tea icon: Increased ATV and cash margin
- Tea icon: Generated local PR to drive traffic

"Excellent quality loose leaf tea, with an extensive choice, a system that is simple, effective & engaging for the customer, whilst delivering tea perfection in every cup. The launch & subsequent rollout was seamless.... It has been a great success & since its introduction, we have seen our speciality tea sales double..."

Carl Hadfield,
group catering manager