



Tea Best Sellers

Convenience Best Seller List Split by Product Group ¹	
Normal Bags 81% of total tea market	
1	Tetley Round 80's
2	PG Tips 80's
3	PG Tips 40's
4	Tetley Round 40's
Fruit & Herbal 3.7% of total tea market	
1	Twinings Peppermint 20's
2	Twinings Lemon & Ginger 20's
3	Twinings Cran/Rasp/Elder 20's
4	Twinings Camomile 20's
Speciality 9.3% of total tea market	
1	Twinings Earl Grey 50's
2	Twinings English Breakfast 50's
3	Twinings Assam 50's
4	Twinings Earl Grey Decaf 50's
Green 1% of total tea market	
1	Twinings Green Tea 20's
2	Clipper Fairtrade Green/Lemon Tea 25's
3	Twinings Green Tea Jasmine 20's
Normal Decaf 2.7% of total tea market	
1	Tetley Decaf 80's
Normal Loose Tea 1.8% of total tea market	
1	PG Tips Loose 250 GM

Data Source: 1. IRI Grocery Impulse excl WW incl SD 52 w/e 27 Dec 2008