



PRESS RELEASE
RED MOUNTAIN RELAUNCH

Typhoo Tea Ltd is re-launching its popular Red Mountain instant coffee. Red Mountain will be retaining its '*Ground coffee taste without the grind*' tag line made famous with the mock percolator ad starring Ross Kemp during the 1980's.

Typhoo is bringing the brand up to date with a more contemporary pack design and a reformulated and improved tasting freeze dried product to help drive further sales.

The re-launched products include freeze dried **Red Mountain Gold** coffee and granulated **Red Mountain Medium Roast** coffee. Both have received a packaging overhaul and now boast warmer colours and clearer images of coffee beans to attract more coffee loving consumers to the brand and create standout on shelf. The brown and gold coloured lids convey differentiation between the Medium Roast and Gold variants making it easier for consumers to navigate the fixture.

By reformulating the current Red Mountain freeze dried coffee and naming the variant Red Mountain Gold, Typhoo aims to drive sales by communicating the quality, improved taste and value for money over competitors.

The new Red Mountain packs are in store now. Red Mountain Medium Roast and Red Mountain Gold are available in both 100g and 200g packs.