



PRESS RELEASE

RED MOUNTAIN SET FOR CLIMBING SALES

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.

The brand already has a successful following with the Red Mountain coffee granules which has grown by 44% in the last year¹. With the re-launch of Red Mountain Gold, Typhoo aims to match this success in the freeze dried coffee market which currently makes up over half of the total instant coffee category.

By creating an opportunity within freeze dried, which is growing by 8.6%, Typhoo hopes to drive incremental sales. 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.

¹ All stats IRI 52 w/e 19th April 08 vs. 18th April 09 unless stated otherwise

Keith Packer, CEO of Typhoo, comments *"The re-design and re-launch of Red Mountain coffee is set to capitalise on the brand's strong heritage and will allow consumers to 'buy' into the product again. The instant coffee market is currently worth £604m and growing at 4.3%, retailers will be able to benefit from the improved packs and new improved flavour which will in turn drive further sales."*

Responding to demand, Typhoo has identified further gaps in the market and will be launching new Red Mountain products to cater for cash & carry, foodservice and impulse outlets.

The new Red Mountain packs will be rolling into store from July.

Red Mountain Medium Roast and Red Mountain Gold are available in both 100g and 200g packs.

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For further information, please contact Bryony Bennett at:

Circle. T: 01494 680727 or E: bryony.bennett@circle.com