



## **PRESS RELEASE**

### **TYPHOO'S PREMIER LEAGUE WIN STRIKES HOME**

---

Typhoo Tea Ltd is celebrating yet another incredible account win, as it announces its new contract with the iconic Anfield Stadium – home to Liverpool Football Club. The win will enable Typhoo to target a captive audience of up to 45,000 visitors on each match day who will attend the stadium during some of the most exciting football games of the Premier League season.

Typhoo will be supplying tea throughout Anfield, aiming to build brand awareness. The strap line *'Typhoo is proud to be your local tea'* will be displayed throughout the entire stadium on branded kiosks, reinforcing Typhoo's popular everyday tea credentials.

The well renowned tea brand will also be supplying tea on the terraces, with the new Typhoo QT cups – an instant tea product which provides added convenience for catering staff, making it easier and quicker for them to serve thirsty fans! As QT is dispensed, there are no tea bags to be disposed so not only will this make life even easier for the staff, but it will certainly help to prevent any littering of unwanted tea bags on the terraces.

The company will also be supplying a range of speciality and Fruit & Herb teas to the conference centre and executive suites, in order to reach consumers who will be enjoying their tea and football in a more leisurely environment.

Whilst the link up with Anfield seems an obvious move for Wirral-based Typhoo, the brand is keen to remain mutual with all football fans – no matter which team they support.

Keith Packer, comments: *"We are delighted to act as an official tea supplier to Anfield Stadium. It gives Typhoo a real opportunity to tap into a new market and encourage trial of our products, which we are confident will help drive further sales and continued commitment to the brand outside of the football stadium."*

-ENDS-

**For further information** or images, please contact Bryony Bennett/Kate Refson at Cirkle: T:  
01494 680 727 / F: 01494 675 380 / E: [bryony.bennett@cirkle.com](mailto:bryony.bennett@cirkle.com)