



PRESS RELEASE

TYPHOO BAG THE SALES

Popular tea brand Typhoo, who have been 'making good tea since 1903', have just announced the launch of their latest promotional pack which will shortly be arriving in store. Promotional packs of 240 teabags will come complete with a complimentary reusable shopping bag in some retailers. Produced in India, these bags are made from a sturdy, strong fabric – jute - which means they are ideal for transporting heavy purchases from the supermarket.



By providing reusable shopping bags, Typhoo will be helping to save thousands of plastic carrier bags. To further enhance its environmentally friendly status, the jute bag is not laminated with a PVC coating inside, to ensure that it is totally natural and bio-degradable.

The exclusive pack will be listed for a limited period only in Morrisons stores as of this month, and Tesco stores from July.

CEO Keith Packer commented: *"We believe this initiative will have a significant impact as it offers genuine value to the consumer and provides retailers with a great opportunity to capitalise on increased sales. Whilst the packs are currently limited edition, we will continue to monitor the rate of sales and depending on their success, will consider extending the period that the promotional packs are in store, to meet the demands of our customers."*

- Ends -

For further information, please contact Bryony Bennett at:
Cirkle. T: 01494 680727 or E: bryony.bennett@cirkle.com