

## Crisp and quenching! Clipper Teas launches new Organic Green Tea & Mint 80s



Clipper Teas has launched its delicious new Organic and Fairtrade Green Tea & Mint, in a large 80 bag pack.

Clipper's Organic Green Tea & Mint infuses thirst-quenching green tea with a crisp, cooling menthol peppermint flavour – the perfect accompaniment for shoppers looking to blow away the cobwebs this spring.

The new format adds to Clipper's existing green tea range, which continues to out-perform other brands in the segment – holding the highest repeat rate (37.5%<sup>[1]</sup>) among consumers.

Retailing at £4.00 (RRP), Clipper's new Green Tea & Mint SKU offers a larger pack format, with each tea bag made from plant-based, biodegradable, unbleached and non-GM materials. The new pack will be available to purchase from 28th February in Waitrose and Health Food stores across the UK.

As a winner of over 60 Great Taste Awards in the last 20 years, and the largest global Fairtrade tea brand, Clipper offers the perfect blend of delicious, natural and fair teas that taste great and do good for people and planet.

The new Green Tea & Mint 80s pack adds to Clipper's extensive Fairtrade range. The brand has a long heritage in Fairtrade tea – even helping to write the Fairtrade standards over 25 years ago. Clipper not only helps to support fair wages for tea workers, it also contributes to the Fairtrade Premium which goes directly to the communities to spend where it is most needed, from education support to medical equipment and bolstering pensions. Supporting 114,000 families annually, the brand has generated £374,000 in Fairtrade Premium in 2021 alone, and £5.4 million since 1994.

Bryan Martins, Marketing Director at Ecotone UK, said:

*“At Clipper, creating great tasting tea in an ethical and sustainable way is at the heart of everything we do. We want to offer a range of delicious flavours to suit every palette, and we know mint is one of the most popular infusions. We also know that when consumers try our green tea, they tend to become repeat customers. Our new Organic Green Tea & Mint 80s combine the crisp flavour of mint with our much-loved green tea, in a larger, more convenient pack. All our teas are carefully crafted by our master blenders Dan and James, using the finest leaves sourced from our Organic and Fairtrade tea estates, to create great tasting tea that's good for our planet.”*

It also comes following the launch of Clipper's consumer campaign which encourages tea drinkers across the UK to 'Make it Better' and not settle – especially when it comes to tea!

[1] Kantar, 52 week data (up to December 26th 2021)

**ENDS**

**Clipper Teas**

*Clipper is a different kind of tea company and a pioneer in ethical, sustainable tea production since 1984.*

*B Corp certified, Clipper targets conscious consumers who care about what they put into their bodies and the impact this has on the world around them – a consumer tribe the brand refers to as Generation Tea.*

*In 1994, it became the UK's first Fairtrade tea company. Today, it is the world's largest Fairtrade tea brand, supporting 114,000 producers and their families around the world. In the last 25 years, Clipper has paid over £5.4m in Fairtrade premiums, ensuring its tea workers always get a fair deal and supporting them to use sustainable farming methods.*

*Part of the Ecotone UK family, Clipper's tea factory in Beaminster produces over 1 billion tea bags a year, which are sold in over 50 countries worldwide. Committed to organic and ethical sourcing, Clipper only ever uses natural ingredients and processes to make the finest quality hot beverages.*

*In 2018, Clipper became the first tea company to make all its heat-sealed tea bags unbleached, non-GM and fully-biodegradable. Clipper's factory is carbon neutral, uses renewable energy sources and 98% of factory waste is recycled.*

*Natural, fair and delicious. That's the Clipper difference.*

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