

# Clipper Teas adds new Organic Infusions blends to range

Fairtrade tea brand targets younger generation with five new and colourful 'feel good' blends

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## SUMMARY

*Organic Infusions range set to build on success of existing Clipper blends such as 'Snore and Peace' and 'Rise and Shine'*

**C**lipper Teas, the Fairtrade and organic tea brand owned by **Wessanen UK**, has extended its popular Infusions range with the launch of five new organic herbal teas.

*Calmer Chameleon, Flower Power, Happy Mondays, Skinni Mintie and Skinni Vanilli* are the latest blends to join the popular range. Clipper's five new Organic Infusions blends offer consumers a tea for every occasion and use only natural ingredients. Each tea is designed to suit a variety of needs and mindsets.

The introduction of these new 'feel good' blends builds on the success of existing Infusions such as Clipper's *Snore and Peace* and *Rise and Shine* blends. The launch follows a very successful 2015 for Clipper with the brand winning a further 150,000 new households in 2015.

### **Rebecca Vercoe, Clipper brand controller at Wessanen UK, comments:**

"We pride ourselves on bringing fresh ideas and remarkable new products to the tea category, and our new Organic Infusions blends have been designed to give people even more reasons to include tea in their lives. Whether it's an early morning pick-me-up, a caffeine free boost to overcome the 3pm energy slump or to help with sleep, our Organic Infusions range has been carefully developed to appeal to a contemporary audience who are looking for more from their tea."

The new range combines quirky and memorable names with bright colourful packaging to grab consumer interest, as Clipper contributes to develop blends with a younger audience firmly in mind.

"The younger generation are the biggest growth area for Clipper and developing new products which appeal to these consumers is absolutely vital to the future health of the tea market," adds Rebecca Vercoe. "The fun and light-hearted packaging has been designed to attract younger shoppers as the perfect fit for their lifestyles."

Clipper's *Calmer Chameleon* and *Skinni Vanilli* blends are now available to purchase at Sainsbury's, with the other three new teas all available to order [online](#) (rsp: £2.39/20 envelopes).



#### QUOTES

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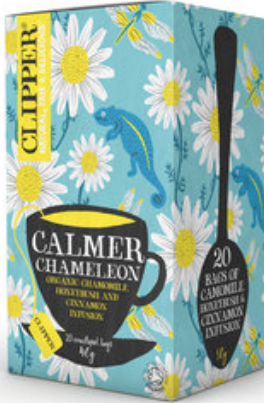
— Rebecca Vercoe, Clipper brand controller at Wessanen UK

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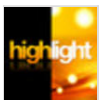
— Rebecca Vercoe, Clipper brand controller at Wessanen UK

#### IMAGES





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#### ABOUT WESSANEN UK

About Wessanen UK – [www.wessanenuk.com](http://www.wessanenuk.com)

**Wessanen UK** is a natural and organic food company, with pioneering, healthy brands in expanding market segments: **Clipper Teas** produces a wide range of hot drinks including the #1 organic and white tea brands, and

the first Fairtrade-accredited tea; **Kallo** makes market-leading, organic rice cakes, as well as other savoury snacks, stocks, gravies and cereals; **Whole Earth**, best known for its peanut butter, manufactures organic spreads, cereals and drinks; and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster, and in 2014 its turnover grew to £57m. Wessanen UK is CarbonNeutral certified and, either directly or through its subsidiaries, accredited by or a member of a range of industry bodies and associations including; the Fairtrade Foundation; the Soil Association; the UK Tea & Infusions Association, and the Organic Trade Board.

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Wessanen UKnewsroom