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# Katie Piper helps to spread Clipper Teas' Fairtrade Fortnight message

## Clipper partners with female influencers to promote Fairtrade Fortnight 'She Deserves' campaign

The world's largest Fairtrade tea brand, Clipper Teas has enlisted support from high-profile activist and television presenter, Katie Piper, to highlight the positive impact of ethical tea production in support of Fairtrade Fortnight.

Katie will be acting alongside other influential female influencers such as chef, Melissa Hemsley and yogi, Cat Meffan, to share their favourite of Clipper's 25 Fairtrade impact stories across social media.

The stories tell of the positive impact Clipper's 25-year partnership with Fairtrade has had over realms such as school funding, education, healthcare and rural infrastructure in impoverished communities.

Across the weekends in Fairtrade Fortnight, Clipper is also taking its dedicated Fairtrade Van to select Waitrose stores, to share its Fairtrade message directly with shoppers. Over a cup of Clipper's Fairtrade tea, the B Corp brand will sharing sustainability stories directly with customers as they visit the store.

The ethical and organic tea brand will also collaborate with other pioneering Fairtrade brands such as Percol and White Stuff, in an Instagram competition to win a bundle of Fairtrade products.

Clipper is one of the founding Fairtrade brands, with a partnership spanning over 25 years. In addition to supporting fair wages, the pioneering tea brand also contributes towards the Fairtrade Premium which producers can spend where it is most needed within their communities. Clipper actively supports 114,000 tea producers and their families annually and has contributed more than £2million to Fairtrade projects in the past five years alone.

**Bryan Martins, Marketing Director at Wessanen UK says:**

*Consumers are spending more and more time online and are increasingly interested in traceability and ethical sourcing. The influencers we're working with are passionate about sustainability and are keen to help us educate and raise awareness on the amazing difference that can be made by choosing ethical and sustainable tea.*

*We have found our consumers are genuinely interested in the positive impact that such a seemingly small shopping decision is making to the planet. It's that added feel-good element that allows individuals to make smarter purchasing decisions. The Clipper Van allows us to access our customers face-to-face and share the good they're doing over a nice, warm, Fairtrade brew also.*

Fairtrade Fortnight runs from Monday 24 February - Sunday 8 March 2020 and celebrates the role of women in farming communities. Women play a crucial part in tea production, primarily as pickers and make up a core part of the team at the Clipper tea estates in India. Fairtrade premiums help them with education and healthcare for their families, training and learning programmes. Fairtrade premiums can also be used to help provide creches for their kids when they're at work.

In addition to ethical sourcing, Clipper is also committed to minimising its impact on the environment through organic and sustainable materials. Not only did the brand launch the world's first plant-based, unbleached and non-GM tea bag, its tea bag envelopes are fully recyclable and the string on its string and tag tea bags is organic.



## ENDS



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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; **Mrs Crimble's** makes joyfully, wholesome and deliciously gluten-free macarons, cakes, biscuits and nibbles, for all to enjoy, and **Almond Breeze**, the increasingly popular, healthy milk alternative.

Wessanen UK employs around 130 people in Camberley and Beaminster. 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.



Wessanen UK