

love the leaf™



Love the leaf. We select
every leaf of a tea plant
of a certain age and quality.
and we select the best tea
leaves fresh and full.
We strive to make the
cup that's full of brightness,
and aromas so you get exactly
what you need to get you
through the day.

TEA for
MODERN TIMES

love the leaf™

THE
BRIGHT
TEA CO.™

Love the leaf comes
everything we do, we

THE BRIGHT TEA CO.

was started by a group of tea
enthusiasts at MARS Drinks, driven
by a **PASSION FOR TEA** and a
love for what we do.



We have an authentic
respect for the tradition
of tea, yet believe in a
CONTEMPORARY TWIST
to keep it fresh.

Our dedication to tea
inspired us to create
a line of **HIGH QUALITY**
blends that are refreshed
for the demands of today.



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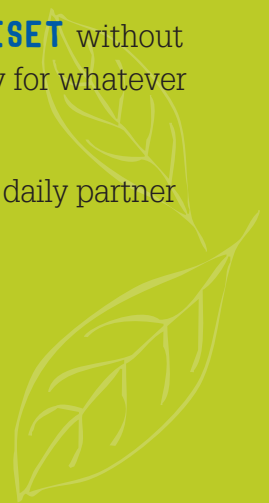


THE PAUSE WITH PURPOSE

At **THE BRIGHT TEA CO.** we know what modern life is all about. It's hectic and we all have more than enough to do.

Our tea is the perfect way to **PAUSE AND RESET** without slowing down – a way to focus and get ready for whatever comes next in the day.

TEA FOR MODERN TIMES – your energising daily partner to help bring you back to centre.



TEA BLENDS CREATED WITH PASSION

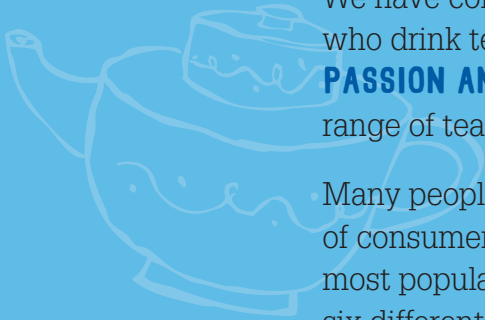
We collaborated with world renowned tea expert and founder of **TAZO** tea, *Steven Smith*. Together we hand selected and sourced the finest tea leaves from around the world to give you perfectly balanced, **FULL-FLAVOURED** teas that are **NEVER BITTER, NEVER BLAND.**





WE'VE CRAFTED THE ULTIMATE SELECTION

We have conducted **EXTENSIVE RESEARCH** with UK consumers who drink tea at work.* Combining this knowledge with our **PASSION AND EXPERTISE**, we have developed the ultimate range of teas.



Many people start the day with a cup of tea and almost half of consumers drink 2 or 3 cups of tea a day. Black teas are the most popular but almost half of tea drinkers need a choice of six different teas to meet their needs.

Our tea collection includes: black teas, green teas and herbal infusions, that all complement each other.



WAKE UP AND START THE DAY, EVERYDAY

77% of consumers want **English Breakfast**



LIGHT & BRIGHT FOR A REFRESHING TREAT

47% of consumers want **Lemon Herbal**



FRESH AND FLORAL, PERFECT FOR THE AFTERNOON

50% of consumers want **Earl Grey**



BALANCED & SWEET, TO WIND DOWN

39% of consumers want **Select Green**



BREWED TO PERFECTION

The unique way our tea is packed and brewed means that the freshness of ingredients is sealed in, with no cross over of flavour. So, you get the **PERFECT CUP OF TEA** every time in a convenient way, without all the mess of a tea bag.

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OUR COLLECTION OF QUALITY TEAS

BLACK TEAS



ENGLISH BREAKFAST – Robust and full-bodied with notes of caramelised sugar and malt; balanced astringency.

ENGLISH BREAKFAST STRONG – Stronger, more robust and full-flavoured with the same great flavour as the standard English Breakfast.

EARL GREY – Medium-bodied with fresh bergamot aroma and flavour; with citrus and floral notes, yet slightly smoky.

ENGLISH BREAKFAST DECAF – A bright appearance and good body, this is an alternative for those not wanting the caffeine hit.

LEMON HERBAL – Light lemon citrus notes with a touch of floral and honey flavours.

PEPPERMINT HERBAL – Medium-bodied with full, rich peppermint flavour and chocolatey notes.

RASPBERRY HERBAL – Juicy, tart and sweet; full-bodied with a clean raspberry flavour.

SELECT GREEN – Smooth and creamy with a nutty aroma and taste; balanced bite and sweetness.

GREEN WITH JASMINE – Light-bodied with a refreshing taste and the fragrant aroma of jasmine.



HERBAL INFUSIONS



GREEN TEAS



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Love the leaf comes
everything we do, we
of our way to create
and soul. We select



PASSION BEYOND THE CUP

At THE BRIGHT TEA CO. we are as passionate about sustainability as we are about tea.

Because sustainability is so important to us, we have created our own program called **BRIGHTER TOMORROW**, which encompasses our own tea sustainability initiatives.

Our passion for tea starts right back at origin. One of our initiatives supports farmer training in Africa. Tea farmers learn **SUSTAINABLE GROWING PRACTICES** to produce more successful, higher quality crops, which improves their income and the quality of life for them and their families.

It is also important to us that we support sustainable farming practices, including sourcing tea from **RAINFOREST ALLIANCE CERTIFIED™** farms.



FOR MORE INFORMATION VISIT US AT:

WWW.THEBRIGHTTEACO.COM