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New blend for well-known tea brand

Artisan tea maker Twinings has launched a new everyday tea to compete against other household-name brands.

Twinings has been creating blended teas from around the world since 1706. Its range includes the well-known Earl Grey, breakfast teas, infusions and green teas.

But Twinings has never offered a traditional-tasting tea for everyday use. So, after nigh on 300 years, it has broken with tradition and for the first time is marketing a blend intended for drinking at any time.

The new tea promises what Twinings describes as a "contemporary and sophisticated style to your daily cup of tea".

Blended to include June Assams for body, high-grown Ceylons from the Dimbula region for flavour, and Kenyans for briskness and strength, the new tea is available in distinctive yellow packs, each containing 40, 80 or 120 teabags costing around £1.09, £1.75, and £3.35.



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