

Typhoo's tea party with Harrods gets bigger

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TYPHOO Tea, which was acquired by Apeejay Surrendra Group in 2005, is beefing up its presence at the iconic London departmental store, Harrods of Knightsbridge.

It has just set up a new manufacturing unit for speciality tea at its Moreton facility in Northwest England, which will solely cater teas to Harrods under the Harrods brand name. The new facility will pack high quality teas selected from around the world into metal caddies, cartons and specially designed gift packs. Typhoo took on the Harrods account back in October 2006 and supplied teas to the store by using a contract packing facility in southern England. The growth of the speciality market encouraged Typhoo to expand its production skills this year by adding this speciality unit.

Typhoo Tea chief executive Keith Packer told ET: "We are pleased to incorporate a speciality tea packing area onto our Moreton site. It offers our customers yet another alternative on our existing as well as new

HOT CUPPA



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products and highlights our diverse production capabilities".

Adds Yousef Seiroukh, Tea & Coffee Buyer at Harrods: "We are happy with the investment put forward by Typhoo. This is another step towards our future plans with the group."

Typhoo's Moreton site was built in 1953 and was converted to tea production in 1974. It employs 270 people manufacturing 16,000 tonnes of tea per annum with a wide

range of black tea and green tea, and fruit and herb infusions. The new unit, which has been just set up, will produce 100 tonnes of tea per annum.

Typhoo has a rich heritage going back to 1903 when Birmingham grocer John Sumner developed and sold a blend of tea in his shop.

Over the years, Typhoo's business has developed from being the first brand to sell ready packaged tea to being a leading company in tea business in the UK that now offers products in every sector of the tea market as part of the Apeejay Surrendra Group. At present, Typhoo offers a range of 11 brands in the UK market such as Typhoo, Lift, QT, Heath & Heather, London Fruit & Herb, Glengettie, Red Mountain Coffee, Ridgways, Brooke Bond D and Choicest, Fresh Brew, and Melrose. In addition to this, Typhoo also packs tea for major UK retailers and wholesalers.

Typhoo branded teas are available with all major UK and international retailers like Tesco, Morrisons, Walmart, Metro, Sainsbury's, cooperatives and wholesalers like Booker, Bestway, Brakes, 3663.