

1. An intro to the beverage and campaign...

The summer heat is on its way – But CHILL. YOU GOT THE FLAVOUR. Help your customers rehydrate and beat the heat with the We Proudly Serve Starbucks® Coffee Programme and the seasonal iced treats that come with it. Now you can offer your customers long-time Starbucks® favourites like fresh-brewed Lemon Iced Tea and Peach Iced Tea.

The tastes they love and the experience they demand, right where they want it. What could be better?

2. A lead in for the call to action...

To keep your customers cool and satisfied this summer season, choose The We Proudly Serve Starbucks® Programme.

3. 6/7 Stats on the beverages/time of year...

- 84% of UK customers drink tea or herbal infusions every day (Iced Tea Report, The Caterer, Dec 2019)
- Nearly 2/3 of UK 18-24 year olds drink iced tea, and more than half of iced tea consumers drink more of it in the summer. (www.thegrocer.co.uk, June 2019)
- UK consumers reported being willing to pay £4.20 for an iced tea in a premium context – more than double what they would pay for bottled iced tea! (National Tea Day, Modern Tea Trends 2019)
- Iced tea drinkers the world over demand indulgent quality and innovative flavours, and that is just what Starbucks® offers. (Iced Tea Report, global data, 2019)
- Iced tea is a natural source of polyphenols, flavonoids and other powerful natural antioxidants, making low-calorie iced tea more popular than ever amongst health-conscious Brits. (<https://www.tea.co.uk/tea-faqs>)
- The world consumed 45 billion litres of iced tea last year – 8 billion gallons more than it did in 2016! (<https://www.statista.com/statistics/752221/global-iced-tea-consumption/>)
- The global market for iced tea is expected to double in size by 2030. (<https://www.worldteanews.com/issues-trends/report-look-global-ice-tea-market-through-2030>)
- As more coffee drinkers than ever are expected to switch to tea this year, it is important that they know they can still enjoy a genuine Starbucks® experience. (https://www.worldteanews.com/issues-trends/10-trends-tea-industry-2021?itm_source=parsely-api)