

TICK TOCK

Tick Tock Announces Three New Lines To Its Rooibos Tea Range



Britain's favourite rooibos brand, Tick Tock Tea, is delighted to announce three new lines to its range. Alive with traditional chai flavours, our Rooibos Vanilla Chai blends spices such as cinnamon, ginger and cardamom with smooth Madagascan vanilla and pure rooibos. Restore & Renew balances our premium grade rooibos with naturally sweet liquorice root, soothing fennel seed and refreshing lemongrass. And our Rooibos Earl Grey has all the natural goodness of rooibos and the delicious citrusy flavour of pure bergamot oil.

The entire Tick Tock range is naturally caffeine free so can be enjoyed by the whole family at any time of the day, even at bedtime. Rooibos is also naturally low in tannin so there's no bitter taste (or lingering residue in the mug). Rooibos can be enjoyed with or without milk or with lemon.

Rooibos Detox – Restore & Renew is a brew for balance and wellness. Liquorice, fennel seed and lemongrass are all traditionally used to support digestion and wellbeing. We have combined these ingredients with our own pure rooibos to make for a distinctly clean and gentle tea which can be enjoyed at any time (and perfect after a heavy meal). Box contains 40 bags (80g).

Tick Tock's **Rooibos Vanilla Chai** is inspired by India's unique culinary heritage. We have balanced authentic chai spices (cinnamon, ginger, cardamom, chicory root, clove, black pepper) with natural Madagascan vanilla and delicious rooibos tea. The result is a smooth blend that delivers pleasure with every sip. Box contains 40 bags (80g).

Our **Rooibos Earl Grey** unites two great tea traditions, and we think it is set to become a new British tea favourite. First belended in the nineteenth century, Earl Grey tea is known for its wonderful Bergamot citrus aroma and is a timeless British classic. Here we've combined all the natural goodness of rooibos tea with that authentic Earl Grey taste. This tea is bright, refreshingly fragrant, and made with the finest oil of Bergamot. The bags are packed in a vibrant blue box (40 bags, 100g).

At Tick Tock, we have been growing and producing the finest grade rooibos (redbush) tea ever since Grandfather Benjamin Ginsberg created the brew in 1903. A tea pioneer, he was the first to use traditional tea making techniques to cure the wild rooibos plant and bring out the best of its natural flavours. We never use artificial additives, GM crops, or chlorine bleached teabags. Grown only in South Africa's pristine Cedarberg Mountains, rooibos has long been valued for its natural goodness and is naturally caffeine free. And at Tick Tock we believe it is our shared responsibility to preserve this

exceptional local ecosystem and support the wider community. So we only buy direct from farmers, always trade fairly, and encourage environmentally sound agricultural practices.

Rooibos Detox, Rooibos Vanilla Chai, and Rooibos Earl Grey join the original Tick Tock (available in foil-wrapped loose leaf packs as well as 40 bag and 80 bag packs, both organic and conventional) as well as Organic Rooibos Green Tea and Rooibos Honey, Lemon & Ginger.

Ends

For further information please contact Rosanna@teatimetrading.com or call 01635 278648

Editors' Notes

- For more information visit www.ticktocktea.com or www.facebook.com/TickTockTea
- Tick Tock teas are made with the most pure, superior grade rooibos. The rooibos grows wild and is harvested and cured in the traditional way, exactly as it was when Benjamin Ginsberg founded rooibos over 100 years ago.
- As well as tasting great, Tick Tock's iconic branding and packaging is loved by consumers up and down the country. All Tick Tock teas come in cube-shaped caddy cartons which provide eye-catching shelf presence as well as allowing for easy opening and closing.
- Bruce Ginsberg is the founder of Tick Tock Tea and its sister brand Dragonfly Tea. He has become renowned for his experience and tea expertise and is regularly invited to lecture on the subject and to conduct tea tastings. Bruce's grandfather, Benjamin Ginsberg, himself from an old Russian tea merchant family, was the first person to cure and sell rooibos tea over a century ago.