



PRESS RELEASE

23 September 2009

'MAD HATTER TEA' APPOINTS SCOTTISH AGENT

A North Yorkshire Tea Manufacturer has turned his passion for a great brew into a new business venture and has appointed a Scottish agent to market The Mad Hatter Tea Company brand in Scotland. Midlothian-based [J&N Retail Priorities](http://www.jandnretailpriorities.co.uk) are working in partnership with the company to increase distribution and sales of the curiously refreshing new tea brand in the Scottish retail, catering, hospitality and gift markets. www.jandnretailpriorities.co.uk

J&N Retail Priorities' service portfolio is built on the combined expertise and experience of founders James Hoare and Nick Stewart. Both directors have extensive knowledge of the FMCG and retail industry, having worked for more than a decade across the sector for global brand leaders. The company has been appointed to provide a tailored solution to market the Mad Hatter Tea brand, as well as offer an after sales support service, including store sampling and product knowledge training.



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The journey from conception to realising this imaginative dream of launching a new tea brand has taken Martin Binks almost a decade to source and a six figure investment - from painstaking research, talks with the Indian Tea Board and many overseas trips to visiting different tea plantations before the right blend that offers consistent quality, flavour and taste was eventually realised. The final perfectly balanced blend - 80% sourced from a variety of tea plantations in India and 20% from Kenya - offers great depth of colour, combined with a rich, smooth and curiously refreshing, clean taste that appeals to both adults and kids alike.

The Mad Hatter Tea Company was so called because it is based close to the North Yorkshire town where Alice's Adventures in Wonderland author Lewis Carroll lived (Croft-on-Tees) and went to school (Richmond, North Yorkshire) and also where his genius was first discovered. Lewis created the Mad Hatter, Martin Binks created the Tea.

Martin, whose own parents insisted he drank tea as a child for its health properties, sought to create a brand that would both appeal and capture the imagination of adults and children alike and is passionate about encouraging the knowledge of health benefits associated with tea.

www.mad-hatter-tea.com/Healthy_tea_Facts.htm

"The aim of the company is to put the spotlight on a quality beverage that simply revives the spirit, enriches the mood and adds peppiness and cheerfulness to the substance of life. Tea is one of the most popular beverages in the world and with the Mad Hatter's unique connection with tea and the base of our business, it seems appropriate that they are now blended together, everyone can now experience a taste of Wonderland," said Martin Binks.

The tea is currently available in retail packs of 125g (40), 250g (80) and 500g (160) bags and is complemented by a product and gift pack range, including the Mad Hatter top-hat shaped ginger biscuit, Mad Hatter novelty top hats, storage jar for 50 envelope tea bags, jotter pad and badge. The company also offers catering and deli size packs, including 1kg (250) envelope tagged teabags and 3kg (1100) 2 cup teabags.

www.madhattertea.co.uk

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