



fresh
BREWED
iced tea

Lipton Fresh Brewed — Iced Tea —

Guide & Recipe Book





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*Disclaimer: Support for "better taste" claim for Fresh Brewed Iced Tea: Technomic Consumer Iced Tea Segmentation Study, December 2009. **Disclaimer: Consumers responding to the question: "which of these iced teas would you prefer to drink with your meal at restaurants you visit?" The NPD Group, Lipton® Iced Tea Brand Study, June 2010. †The NPD Group, CREST® Year Ending November 2006 vs. 2011. ‡The NPD Group, Lipton® Iced Tea Brand Study, June 2010. §Nielsen, 52 Weeks Ending August 6, 2011.

Lipton® Fresh Brewed Iced Teas Are Liquid Assets

Iced Tea is the fastest-growing non-alcoholic beverage,¹ and Fresh Brewed is the preferred Iced Tea format. It's made from real tea leaves and is known for a better taste profile.* Your guests are more likely to visit a restaurant if Lipton® is the featured brand.² Be sure you're serving the Beverage, Brand and Flavors your guests demand.

Real tea leaves make a refreshing difference

Lipton® Fresh Brewed Iced Tea is made with a special blend of real tea leaves for a consistently delicious, fresh taste. In fact, **81%** of consumers prefer the Lipton® flavor!²

Drive more guests to your restaurant with Lipton®

Lipton® is the #1 name in tea³ - a brand that draws a sales-building customer response.

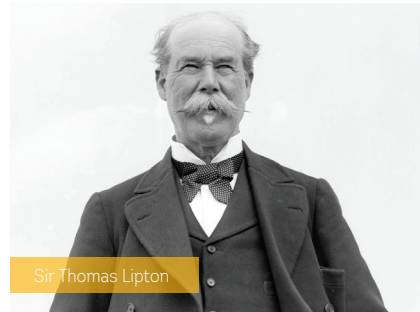
- **57%** are more likely to visit a restaurant if Lipton® is the featured brand²





The Unique History of Lipton® Tea

Sir Thomas Lipton was a Scottish-born entrepreneur and innovator. In 1880, he decided he would make high-quality tea accessible to everyone at acceptable prices. His ability to select and package tea at tea gardens was reflected in his famous slogan, "Straight from the tea garden to the teapot." Today, Lipton® is the world's leading tea brand and is available in more than 150 countries worldwide.



Sir Thomas Lipton



Tell Your Customers It's Lipton® Fresh Brewed Iced Tea

72% of consumers are more likely to order iced tea if Lipton® is the featured brand

Capitalize on the many opportunities to influence the beverages your customers choose with Lipton® merchandising solutions.

- Consumer-focused promotions.
- Premium Tea ware - Which you can place your company logo on!
- Barista training on trendy recipes.


Contact your local Unilever Food Solutions sales representative to order Lipton® merchandising materials.



Committed to Sustainability

The commitment Lipton® has made to Sustainability is leading the industry. All our teas contain tea leaves sourced from Rainforest Alliance Certified farms. By working with the Rainforest Alliance, Lipton® is helping to:

-  **Protect the Environment** by conserving water and protecting wildlife habitats.
-  **Improve Quality of Life** by increasing access to housing, medical aid and education for farm workers and their families.
-  **Improve Worker Welfare** by providing safe working conditions and decent wages.

 These sustainable practices also help to improve soil quality, resulting in hardy, healthy crops for farmers, and tasty, quality tea for you. In addition to sourcing from sustainability managed tea estates, Lipton® packs each product in a Zero Landfill facility.



Preparation Instructions

Automatic Ice Tea Brewer Method

(1 Ice Tea pouch = 3 Litres)

*New brewers need to be calibrated and connected to the water and power supply.

- 1 Switch on the Ice Tea brewer and wait until the water is heated (10 min).
- 2 Place 1 ice tea pouch into the clean brew basket.
- 3 Slide brew basket under brewing head.
- 4 Place clean tea dispenser under brew basket, open the tea dispenser lid & then press the start/brew button. The brew cycle (3-4 min) will include the dilution feature (iced tea brewer automatically adds lukewarm water into the tea dispenser).
- 5 Close the tea dispenser lid.

Manual Preparation Method

(1 Ice Tea pouch = 3 Litres)

- 1 Place 1 Lipton Iced Tea Pouch in a clean, sanitized container.
- 2 Pour **1.5 Litres** of boiling water over tea pouch and brew for 3 to 5 minutes.
- 3 Carefully remove tea pouch and add **1.5 Litres** of fresh cold/lukewarm water.

Premium Tea Ware & Supporting Material



Tea Brewing
Machine



Lipton Fresh Brew
Iced Tea Pack



Flight Board +
Shot Glasses



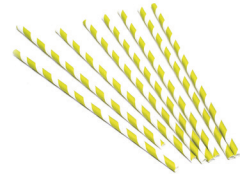
Mason Jar



Table Talker



Shaker



Straws



Pitcher



Takeaway Glass



Short Recipes For Bartender

The Perfect Serve



Place Freshly Brewed Lipton Tea in shaker.



Prepare the all time favorite: fresh lemon, mint & peach.



Serve as a welcome drink, increasing guest satisfaction & watch your profitable iced tea sales skyrocket.



Waiter shakes the shaker before serving in front of guests to create theatre, cue freshness of drink & encourage other guests to order.



Leave the shaker & glass on the table to elevate the experience. The shaker on the table will encourage other guests to order.



Upsell to guests using the typical american pitcher. A great experience!

Peach Mint Lemon Iced Tea

Ingredients:

- 30 - 60 ml Monin peach syrup
- 20 ml lemon juice
- 15 pcs fresh mint leaves or
20 ml Monin wild mint syrup
- 1 Scoop ice cubes
- 200 ml Lipton fresh brewed tea

Preparation:

Lightly press fresh mint to release flavor & aroma.
Combine all the ingredients into a shaker and shake.
Pour into a glass over ice.

Garnish:

Peach slice



Strawberry Ginger Iced Tea

Ingredients:

- 30 - 60 ml Monin strawberry syrup
- 20 ml lemon juice
- 4 Slices fresh ginger
- 1 Scoop ice cubes
- 200 ml Lipton fresh brewed tea

Preparation:

Combine all the ingredients into a shaker and shake. Pour into a glass over ice.

Garnish:

Lemon wheel with ginger and strawberry slice



Passion Fruit Lemon Iced Tea

Ingredients:

- 30 - 60 ml Monin passion fruit syrup
- 20 ml lemon juice
- 1 Scoop ice cubes
- 200 ml Lipton fresh brewed tea

Preparation:

Combine all the ingredients into a shaker and shake.
Pour into a glass over ice.

Garnish:

Lemon wheel with passion fruit slice



Lychee Mint Lemon Iced Tea

Ingredients:

- 15 pcs fresh mint leaves or
- 20 ml Monin wild mint syrup
- 30 ml monin lychee syrup
- 20 ml lemon juice
- 1 Scoop ice cubes
- 200 ml Lipton fresh brewed tea

Preparation:

Lightly press fresh mint to release flavor & aroma.
Combine all the ingredients into a shaker and shake.
Pour into a glass over ice.

Garnish:

Lemon wheel with mint spring





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