THE 7TH AFRICAN TEA CONVENTION & EXHIBITION

Theme: Beyond the Leaf



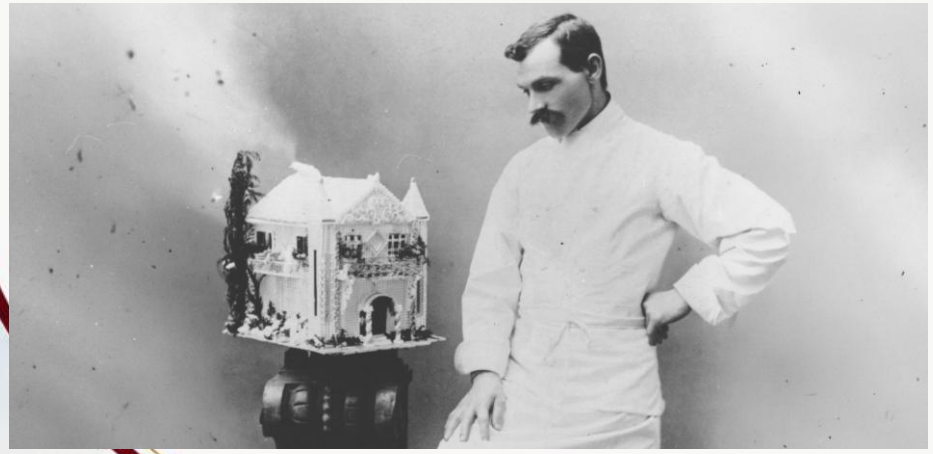
Session 6: Value Creation and Branding

Suzy Garraghan
Taylors of Harrogate

Decision Focus: *Should producers remain upstream suppliers—or integrate downstream to capture value?*

Bettys & Taylors Group

A GREAT YORKSHIRE FAMILY BUSINESS









Relentless Pursuit of Quality

Our Tea





44%

Market Share of the UK Standard Black Tea Market – this is a 2% increase from the previous year.

ToH in 53 International Markets

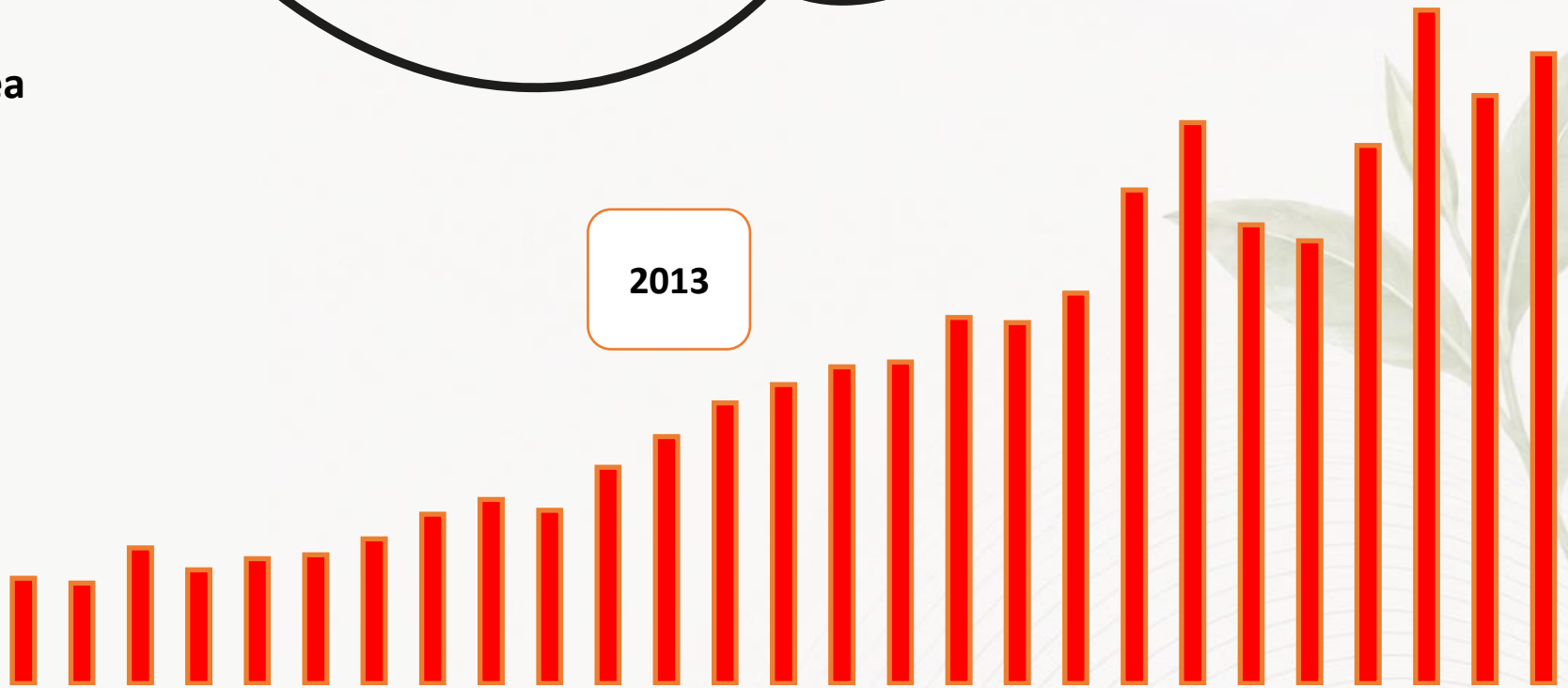


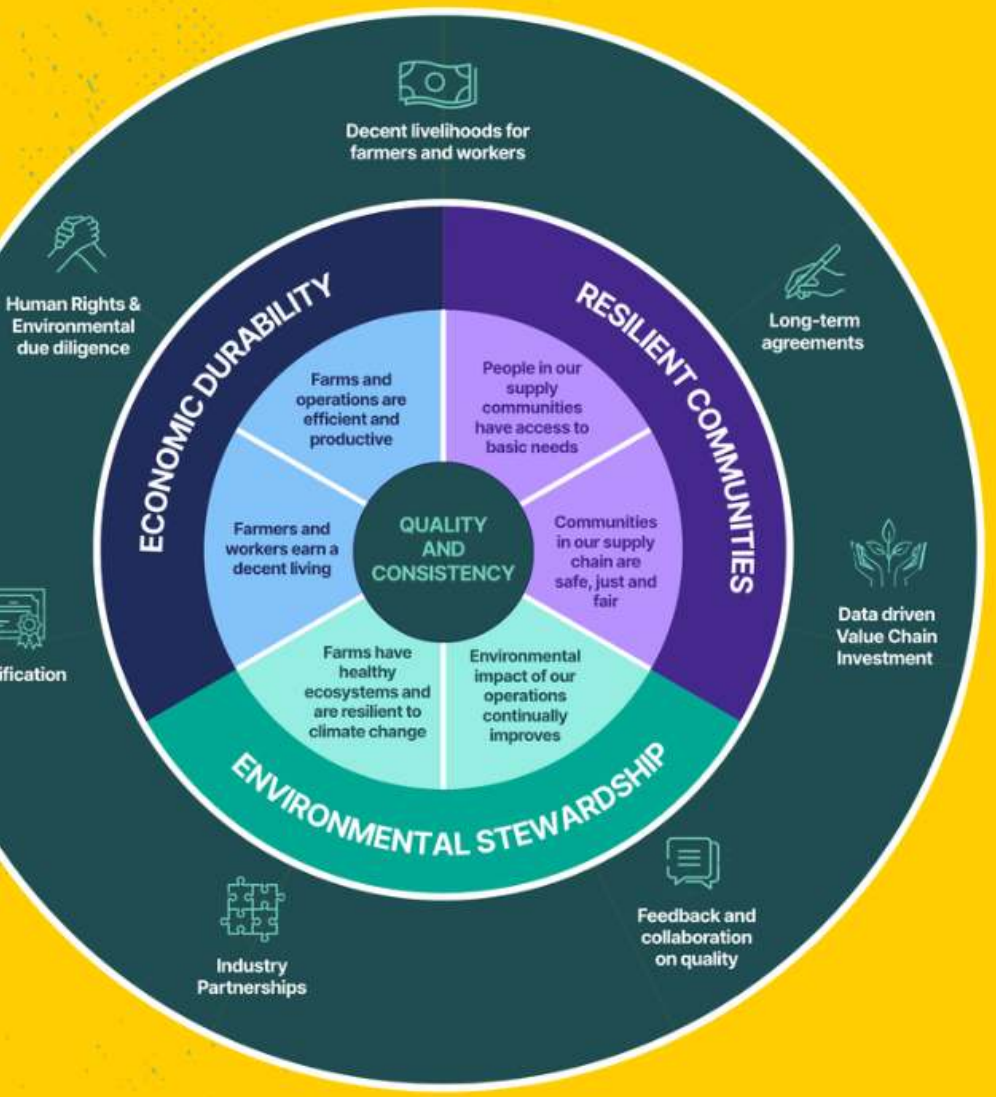
39%

UK Decaf Tea Bag Market

Growth in a declining black tea market?

With over 80% of our Tea Supply is African…





TAYLORS SOURCING APPROACH

TSA AT A GLANCE

Taylors Sourcing Approach (TSA) is the way work to support the long-term future of our supply chain. It connects how we buy, how we work with suppliers, how we invest, and how we collaborate with others – so that commercial decisions and sustainability outcomes are managed together.

IT BRINGS TOGETHER:

- OUR SUSTAINABILITY AMBITIONS
- OUR RESPONSIBLE PROCUREMENT PRACTICES
- RELATIONSHIPS AND COLLABORATION
- INNOVATION AND INVESTMENT
- GOVERNANCE AND PROCESSES

Together, these elements form a connected system that supports continuous improvement, better decision-making and strengthen long-term impact.

TAYLORS of HARROGATE YORKSHIRE TEA

'Properness is our most powerful tool'

Marketing African Tea Quality & Comittment

Proper Contracts – that drive impact



Proper Calibration- on specification

Proper Relationships- The value of Face to face



Proper action- commitment, Joint Business planning

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