



PRESS RELEASE

New research* reveals how Irish people like their tea!

Lyons Tea celebrates Ireland's tea rituals with launch of limited edition tea caddies

New research commissioned by Lyons Tea has revealed the most popular way for Irish people to enjoy a cuppa is with full fat milk and no sugar. 55% of Irish tea drinkers use full fat milk in their tea and 52% don't add sugar. Irish people continue to be big tea drinkers with 87% of respondents stating they drink tea more than once a day and 58% of respondents stating they drink Lyons Tea.

Milk:

- Just 7% of Irish people don't take milk in their tea!
- The majority (86% of respondents) add milk after removing the teabag
- One in ten people add the milk while the teabag is brewing
- 2% of people put in the milk before the teabag

Sugar:

- 41% of people take sugar in their tea
- 84% add two or less teaspoons.

Brewing Time:

- Almost two thirds of Irish people (62%) prefer their tea to be of medium strength
- Close to a quarter (23%) of people like their tea strong.
- 72% of Irish people said they brew their teabag for one minute or less

Liz Finlay, Marketing Manager, Lyons Tea commented; "The research has revealed the nation's favourite way to drink tea, but at Lyons Tea we have some tips for tea drinkers for the best tasting cuppa. If you are serving from a teapot the milk should be added first, as the flavour will be better, but if you're brewing in a mug, the milk

should be added last, and then stirred to help the taste. One of the best ways to keep your tea fresh and tasting its best is by using a tea caddy and we have launched a special limited edition Lyons Tea Caddy so Lyons Tea fans can enjoy the best tasting tea.”

Liz Finlay, continued, “Irish people would benefit from brewing their tea for a little longer instead of rushing. To bring out the best flavour from the teabag it’s best to allow between one to two minutes for it to brew, to bring out the quality of the tea. The unique shape of our pyramid teabags allows the tea to brew better with 50% more room for the leaves to move.”

The Lyons Tea caddy is available with 80 packs of Lyons Kenya Blend, Lyons Gold Blend and Lyons Gold Blend Reserve in leading supermarkets nationwide while stocks last.

The research was carried out in November 2008 by Synovate.

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Editors Notes:

Background to Lyons Tea:

- Lyons is Ireland’s number one tea brand
- Lyons pyramid teabags work like a teapot, Lyons tea bags are pyramid in shape, which is unique in the market – allowing 50% more room for the leaves to move, giving you the best cup of tea possible
- Lyons Gold Blend is made from high quality, full bodied teas to give every cup a warm golden colour and a refreshingly rich, smooth taste.
- Lyons Tea employs expert master blenders and tasters to select the best blends and combination of some of the finest teas from Kenya, Assam from India and Ceylon from Sri Lanka to produce the highest quality tea. Lyons Tea is available from leading supermarkets and retailers nationwide.
- Lyons is an iconic Irish brand with more than 100 years of tradition in Ireland, having started business in Dublin in 1902 near Christ Church Cathedral. It is now owned by Unilever Ireland.

- Lyons Tea is Ireland's favourite tea. The Lyons Tea range also includes Lyons Original Blend, Lyons Gold Blend Reserve, Lyons Kenya Blend, Lyons Decaffeinated Tea, and the range of Lyons Green Teas. For further information on Lyons Tea visit www.lyonstea.ie
- Lyons tea is currently working with the Rainforest Alliance - independent experts in sustainability and by 2012 all our tea will only come from Rainforest Alliance Certified™ farms.
- For more information visit www.lyonstea.ie

* Synovate Research, November 2008

About Unilever Ireland

Unilever Ireland is a wholly-owned subsidiary of Unilever plc and is responsible for the selling and marketing of a portfolio of leading food and home & personal care brands. Our portfolio includes brands such as Knorr, Lyons Tea, Flora, Hellmann's, HB ice cream, Persil, Surf, Domestos, Dove and Lynx.

For more information on Unilever Ireland please visit www.unilever.ie