



PRESS RELEASE

PHILIP TREACY UNVEILS LYONS GOLD BLEND INSPIRED HAT

Creation on display at Lyons Gold Blend tent at Taste of Dublin – Where great taste meets great style

Today, Tuesday 2nd June 2009, Milliner Philip Treacy unveiled his latest creation inspired by Lyons Gold Blend Tea. The one of a kind hat was specially created to celebrate the rich qualities of Lyons Gold Blend, which new research has revealed as the best tasting gold blend tea, out performing competitors on taste, colour, flavour, appearance and mouth feel in both blind and branded research*.

The hat will be on display at the Lyons Gold Blend tent at Taste of Dublin 'where great taste meets great style' from 11th June 2009. One lucky person will win the stunning bespoke Philip Treacy creation as Irish people will be able to enter a draw at the Lyons Gold Blend tent and online at www.lyonsgoldblend.ie.

The eye catching creation was made using hand dyed black pheasant feathers and vibrant red coq feathers curled using a signature Philip Treacy technique. Each feather was curled, shaped and then placed individually to create a fantastic 3 dimensional masterpiece, which conjures up the image of Lyons Gold Blend brewing in a cup.

Philip Treacy said, "I grew up enjoying Lyons Tea, the tea evokes many happy memories of my life in Ireland. I wanted to create a hat that would symbolize how the tea swirls in the cup as it is poured, and how the leaves and tea bag infuse the water fortifying the brew. I think I have captured this in this very special commission, which

celebrates my favourite tea. I am delighted that a fellow Lyons Tea drinker will have the chance to win my unique creation and enjoy it for many years to come.”

Grainne Galvin, Lyons Tea said, “I am so excited Philip has put the time into creating a truly inspirational hat that captures the essence of our tea. Lyons Gold Blend is rich, smooth and great tasting, and Philip has captured this perfectly with his creation. My only regret is that I won’t be the one to wear it home!”

The hat will be on display at the Lyons Gold Blend tent, Feature Stand D, at the upcoming Taste of Dublin, in Dublin’s Iveagh Gardens from the 11th to 14th June. Visitors can enter a draw to win this one of a kind hat, whilst enjoying a smooth and refreshing cup of tea in a bespoke Mad Hatter inspired red interior.

* Synovete Research, Dec 2008- Lyons Gold blend also came out in this blind test research as the most refreshing and revitalising tea.

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Editor’s Notes

Background to Lyons Tea:

- 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 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 is Ireland's number one tea brand with 42.4% market share**; 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

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