



BRAND REDESIGN

2019/20

Introduction to LFH



THE PORT OF LONDON HAS TRADITIONALLY BEEN AT THE HEART OF SOURCING AND BLENDING QUALITY HERBS AND SPICES.

IT WAS HERE THAT LONDON FRUIT & HERB COMPANY FIRST STARTED IN THE 1970S.



UNDERSTANDING OUR CORE CONSUMERS: "THE FRUIT AFFICIONADOS"



30-50 YEARS OLD
WITH FAMILY



90% WOMEN
10% MEN



EXPERIMENTING
WITH TEA FLAVOURS

FOLLOWING OUR RESEARCH, WE'VE GOT A CLEARER UNDERSTANDING OF OUR CONSUMER BUYING BEHAVIOURS.

THE OVERARCHING TAKEAWAY IS THAT FLAVOUR IS KEY

Brand Attributes



DEVELOPING OUR KEY BRAND ATTRIBUTES:

1 1970's LONDON



We combine 50 years of experience with a refreshingly unique heritage. We were born in 1970s London and we still embody that epoch's vibrant attitude, bringing a fresh perspective to everything we do.

2 FRUIT AFICIANADO



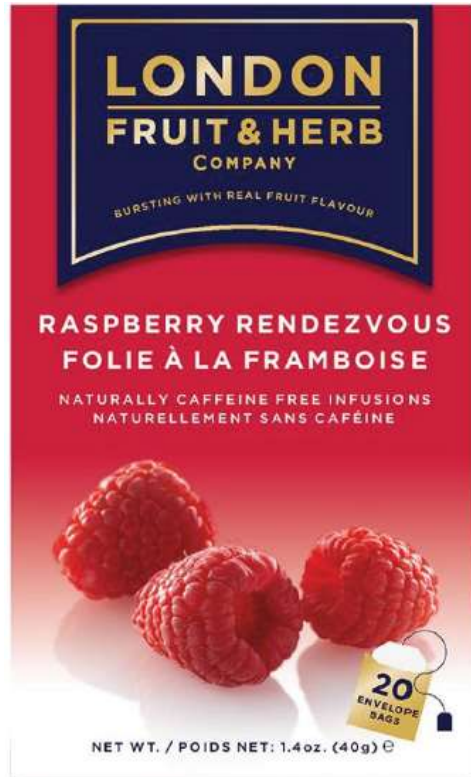
When it comes to our tea blends, we're perfectionists. We only use the finest, fruitiest ingredients and we meticulously craft our recipes, so you get the most out of every sip.

3 INTENSE FLAVOUR



We're passionate about exceptional fruit flavour. Our unique, time-honoured techniques create intensely flavourful teas, that taste as good as they smell, for gloriously sensorial experience.

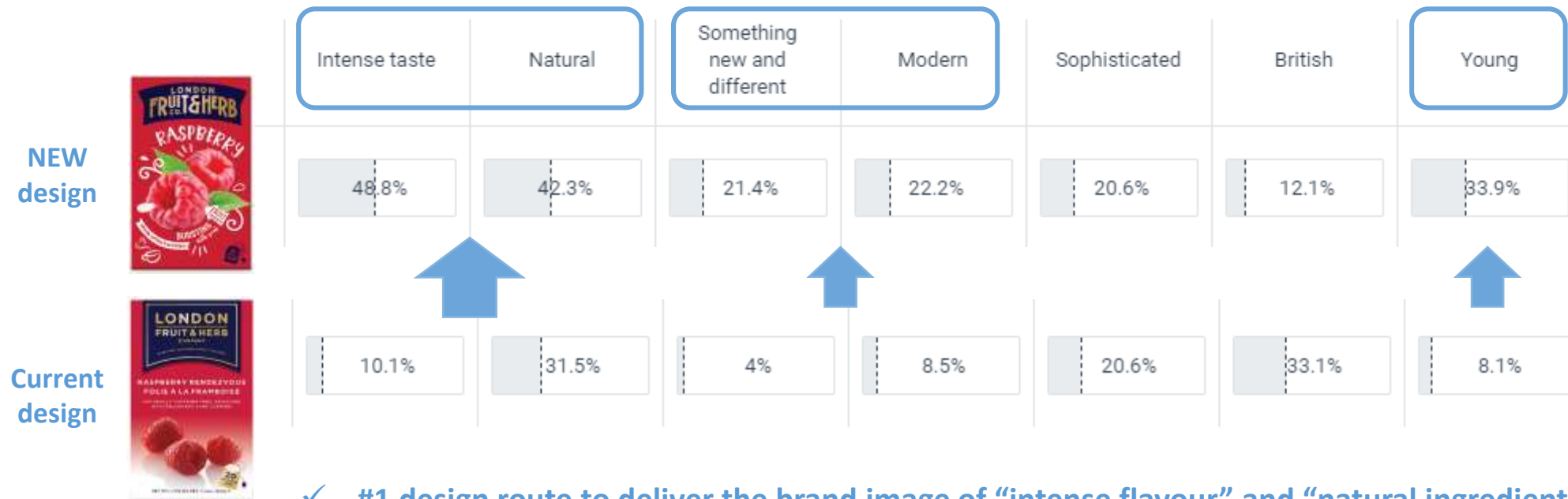
Before and After



Improvements on Key Brand Attributes



Which illustration, in your opinion, suits the following features best ...



- ✓ #1 design route to deliver the brand image of “intense flavour” and “natural ingredients”
- ✓ Drastically improved scores for being “New and different”, “Modern” and “Young”
- ✓ Retains a “sophisticated” look and feel, to still offer a premium and ‘crafted’ brand experience

*Attest Online Consumer Research Panel, 250 Respondents

Consumer Comments



***97% of survey respondents would like to try this product!**



Why do you find this product most appealing?

"The visible fruits"

"It's colourful, striking and memorable"

"vivid colours... clearly shows the tea flavour"

"modern and relevant"

"This was the prettiest... It caught my attention"

"Large raspberries, you can immediately see what the tea contains, suggests it has a high fruit content"

*Attest Online Consumer Research Panel, 250 Respondents



11 FRUIT FLAVOURS IN 6X20 FORMATS:

RASPBERRY · BLACKCURRANT · BLUEBERRY · PEACH PARADISE · LEMON & GINGER ·
LEMON & LIME ZEST · SPICED ORANGE · APPLE & CINNAMON · STRAWBERRY & VANILLA ·
SWEET PEPPERMINT · SWEET CAMOMILE

'FRUIT FANTASY' 6X20 VARIETY PACK:

PEACH PARADISE · STRAWBERRY & VANILLA · RASPBERRY · BLUEBERRY

'FRUIT & SPICE' 6X20 VARIETY PACK:

BLACKCURRANT · LEMON & LIME ZEST · APPLE & CINNAMON · SPICED ORANGE

'FRUIT ASSORTMENT' 4X80 RETAIL DISPLAY UNIT:

PEACH PARADISE · STRAWBERRY & VANILLA · RASPBERRY · BLUEBERRY
BLACKCURRANT · LEMON & LIME ZEST · APPLE & CINNAMON · SPICED ORANGE



New Item Codes

LONDON
FRUIT & HERB
COMPANY

OLD CSN	NEW CSN	NEW OUTER CODE	CASE FORMAT	PRODUCT NAME
TE20141	TM20456	15060123608790	6X20	APPLE & CINNAMON
S6624	TM20457	15060123608806	6X20	BLACKCURRANT
S6630	TM20458	15060123608813	6X20	BLUEBERRY
Q6629	TM20459	15060123608820	6X20	SPICED ORANGE
N6626	TM20460	15060123608837	6X20	RASPBERRY
X6625	TM20461	15060123608844	6X20	LEMON & LIME ZEST
N6632	TM20462	15060123608851	6X20	LEMON & GINGER
Y6628	TM20463	15060123608868	6X20	STRAWBERRY & VANILLA
V6627	TM20464	15060123608875	6X20	PEACH PARADISE
T6636	TM20465	15060123608882	6X20	SWEET PEPPERMINT
Q6635	TM20466	15060123608899	6X20	SWEET CAMOMILE
R6638	TM20467	15060123608905	6X20	FRUIT FANTASY VARIETY
Z6637	TM20468	15060123608912	6X20	FRUIT & SPICE VARIETY
X6631	TM80263	15060123608929	4X80	FRUIT ASSORTMENT

NOTE: INNER /EAN BARCODES ARE UNCHANGED



FRUIT & HERBAL FLAVOURS IN 6X20 FORMATS:

APPLE & CHERRY · STRAWBERRY & LIME · ROSEHIP & HIBISCUS · TROPICAL FRUITS

GREEN TEAS 6X20 FORMATS:

GREEN TEA & ORANGE · GREEN TEA & CHERRY · GREEN TEA & LEMON ·
GREEN TEA & MANGO

3 VARIETY PACKS IN 6 X 20 FORMATS:

GREEN TEA VARIETY · CHERRY & BERRIES · TUTTI FRUIT

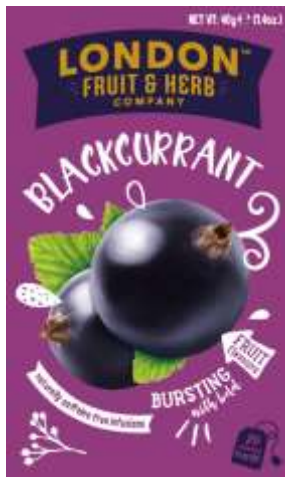
1 VARIETY PACK IN 4 X 80 FORMATS:

GREEN TEA, FRUIT & HERBAL ASSORTMENT 4X80

NOTE: DELISTED LINES AVAILABLE UNTIL END JANUARY / START OF FEBRUARY WITH THE EXCEPTION OF TROPICAL FRUITS WHICH IS DELISTED WITH IMMEDIATE EFFECT

20's PACKS

LONDON
FRUIT & HERB
COMPANY



80's Fruit & Herbal Assortment Pack

LONDON
FRUIT & HERB
COMPANY

