

## Upcoming Changes to Bewley's Products

Bewley Irish Imports is pleased to announce that our popular offerings from Bewley's Ltd. of Ireland are getting even better! We wanted to give you some advance notice of these changes and as you can appreciate, timing of these changes is not precise due to existing inventories.

### **80- Count Teabags**

Dublin Morning Tea – (#2093)

Irish Breakfast Tea – (#2092)

Irish Afternoon Tea - *new*

Updated packaging with fresher and eye-catching graphics. There is no change to product code, case dimensions, unit barcodes or case quantities on the above and a *new Irish Afternoon* tea will be available.

Gold Blend – (#2040)

Special Reserve Fair Trade – (#2042)

Decaf – (#2043)

Green Blend – will be renamed **Original Blend** – (#2041)

The “caddy” boxes are going to be repackaged back to a rectangular packaging design.

Timeline: March – June 2010

### **125g Loose Tea in Tins**

Irish Breakfast

Irish Afternoon

Dublin Morning Tea - *new*

Earl Grey - *new*

Darjeeling – *new*

The 125g tins will replace the 250g loose teas in cartons. There will also be 250g refill bags of Irish Breakfast and Irish Afternoon.

Timeline: May – June 2010

We will continue to have the string and tag products (#2010-2013, 2071 and 2072) and the Gift of Gab (#2400).

### **Discontinued Items (limited quantities will be available until inventory is depleted):**

- Speciality Teas (#2050-2056)
- Irish Afternoon decaf (#2018)
- Instant Coffees (#6203, 6207 and 6213)
- Boxed loose teas (#2031-2033)

In the next 6 months, Bewley's also plans to launch an international coffee range. For a period of time, we will continue to sell the foil bag Café Blend (#6201). We will also continue to sell the cans of Irish Cream coffee (#6002 and 6004). Please call us at 1-888-239-5397 with your questions.

**Bewley's**  
1840  
DUBLIN, IRELAND

## Dublin Morning Tea

Bewley's Dublin Morning Tea is an invigorating blend of teas which will ease you into your day as only an Irish cup of tea can.

Ha'penny Bridge, Dublin

Bewley's teas have been an Irish tradition for more than 170 years. Master Blenders since 1840, we select only the finest teas from around the world. Our traditions and commitment to excellence have stood the test of time, something we are very, very proud of.

80 PREMIUM IRISH TEABAGS

**Bewley's**  
1840

Nothing beats a cup of Bewley's Irish Tea. We've been famously blending the finest quality tea for over 170 years and we're just as proud of our tea now as we were back then. Bewley's was the first company to import tea directly to Ireland when Samuel Bewley and his son Charles shipped 2,000 chests from the tea gardens of China. A daring venture that helped create a nation of Irish tea drinkers! Since then, our tea has been enjoyed everywhere, from our famous cafe on Craftsman Street in Dublin to homes all across Ireland. So why not put the kettle on and enjoy a cup of real Irish hospitality.

**Making the perfect cup of Bewley's tea**  
Boil fresh water and warm the teapot. Pop in your teabags (1 per cup). Pour in the water and let the leaves infuse for 3-5 minutes. Give the tea a quick stir, pour and enjoy!

Patrick Bewley

PRODUCE OF IRELAND

To learn more about the wonderful range of Bewley's high quality teas call us on 00 353 1 816 0600 or visit our website: [www.bewleys.com](http://www.bewleys.com)

250g e

**Bewley's**  
1840  
DUBLIN, IRELAND

## Irish Afternoon Tea

Bewley's Irish Afternoon Tea is picked from the finest tea estates, East of the Rift Valley in Kenya and then carefully blended in Dublin to produce a tea that is brisk and refreshing.

Cliffs of Moher, Co. Clare

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1840  
DUBLIN, IRELAND

## Irish Breakfast Tea

Bewley's Irish Breakfast Tea is an invigorating blend of high-grown Assam and Darjeeling teas. It's strong flavour is best complemented by the addition of milk.

Blarney Castle, Co. Cork

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