

# TEA TIME

*chat*

**NEW CAFÉ  
LAUNCHES**

03

**BUBBLE TEA  
FESTIVAL -  
BUBBLE TEAS PROMOTION**

06

**GHAR KA KHANA -  
PROMOTION OF INDIAN  
MEALS ON THE MENU**

07

**HUNGER BUSTER  
(DELIVERY INITIATIVE)**

07

**NEW MEMBERS  
IN THE TEAM**

09

**TEATRAILS**  
IT ALL BEGINS HERE





Welcome to the next edition of our Newsletter from Tea Trails!

Happy New year to everyone

The last quarter that went gave us tremendous insights on how we look at this business in light of technology and consumer expectations. In the post demonetization era we believe there is a lot of positives to look forward to. The cashless era will fuel transactions in the long run. More people will open up to spending using cards and other technology. Business dynamics is about to change and we will have to work with it. Use of loyalty programs and other digitization of order processing and business activities will lead to efficiency in terms of operations and marketing. As we gear up for the new challenges we need to stay focused on our fundamental goal of customer first. We need to be careful about what the customer is expecting and try to fulfil his needs.

We look forward to an excellent 2017 wherein our business will grow multifold.

*Warm Regards*

Management





**Kidzania Noida**

Tea Trails launched one of a kind store inside kidzania at Noida. Kidzania draws high footfalls from young kids who come there with their parents. The outlet has taken off very well in terms of sales.



Chickmangalur

**Chickmangalur**

Tea trails launched its first store at Chickmangalur, in heart of coffee plantations. A tea brand will be exposed to coffee competition in this small tourist city.

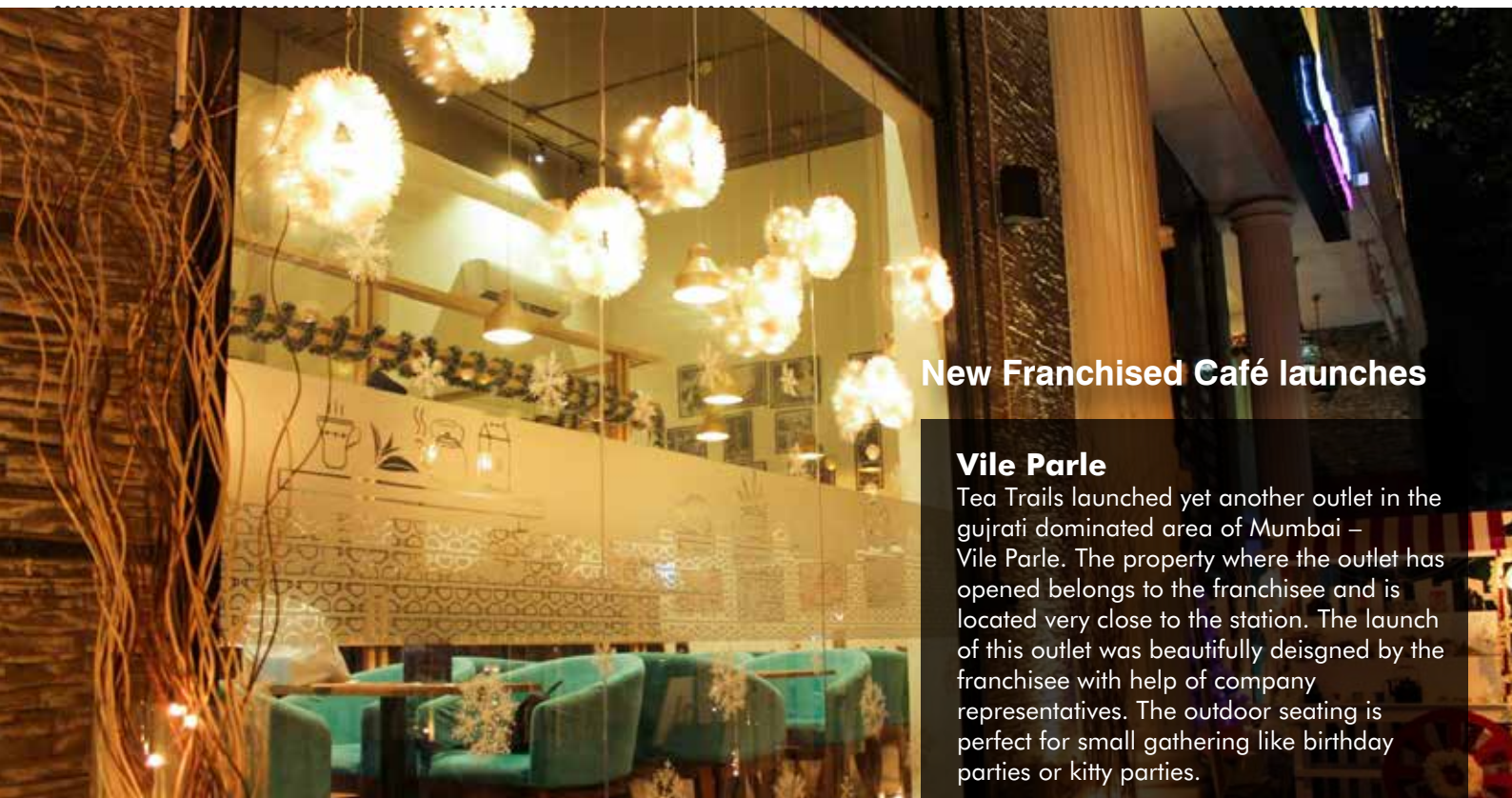
**Vibgyor BKC**

Tea Trails launched a kiosk very close to our BKC outlet. The location is on the ground floor of vibgyor towers and caters to the corporate audiences within Vibgyor towers.



Vibgyor BKC





**New Franchised Café launches**

**Vile Parle**

Tea Trails launched yet another outlet in the gujrati dominated area of Mumbai – Vile Parle. The property where the outlet has opened belongs to the franchisee and is located very close to the station. The launch of this outlet was beautifully deisgned by the franchisee with help of company representatives. The outdoor seating is perfect for small gathering like birthday parties or kitty parties.

• **Kondapur**

Tea Trails launched its 2<sup>nd</sup> café in Hyderabad at kondapur. Outlet was promoted using outdoor medium



• **Mindspace**

Third outlet in Hyderabad opened inside the corporate hub of mindspace in Hyderabad. We expect corporates to get hooked on to our food.



• **Baner**

Tea Trails launched its Second café in Pune City at Baner. The location has a very beautiful outside seating set-up.





# TEA TRAILS

*expansion plan*

Tea Trails is going to open its next Cafés shortly at the following place

**Anna Nagar, Chennai**

**Aundh, Pune.**

**7 kiosk models in Imagica and carnival Cinema put together.**





# PROMOTION & *sponsorship*

**interskale**  
We help you grow

Our tie-up with Interskale has shown positive results. We signed up our first franchisee through the lead generation activity done via Interskale. Overtime our SEO for the website has become better while the agency is now focusing on generating more quality leads for franchisee and master franchisee campaigns.

## **Bubble Tea Festival:**

Bubble Tea festival was introduced across all stores of tea trails across India in december. This was first in its kind initiative where a common promotion was launched across the network.





*Introducing Kadhi Chawal*



*Rajma Chawal*

*Chhole Kulche*

*Amritsari Chhole Chawal*

**GHAR *ka* KHANA**

We launched a special initiative only at BKC outlet to promote home cooked food as the audiences who frequent us regularly eat out most days and they desire to eat homely food. In no time it became a hit!!

**Introducing tea food pairing promotions:**

Tea food pairing was introduced across café stores to promote food and teas to price conscious audience. Specific targets were given to each outlet to achieve.

**Tea Pairing SERVICE**

We curate all pairings with various types of tea and the most relatable and popular food items. We ensure that the pairings are not only delicious but also healthy and nutritious. We also ensure that the pairings are not too heavy and are easy to digest. We also ensure that the pairings are not too expensive and are affordable for all.

Bubble Tea with Masal Wog Sandwich	250.00
Dobong Tea with Thai Curry	280.00
Tea Soup plus Bhujjar Salad	290.00
Earl Grey Tea plus Peanut Cakes	175.00
Passion Caramel Tea with Choice of Pastry	260.00
Masala Chai with Khemra Peri	220.00
Kulfi Chai with Baked Sandwich	230.00
Argemone Masala plus Olive & Seafood	235.00
Tagliatini Bubble Tea plus Fries & Avocado Sandwich	370.00
Mango Shake plus Grilled Plate	400.00
Imperial Gun Powder with Biscuits Tea Salad	280.00

**hunger buster**  
BY TEA TRAILS



**Hunger Buster (Delivery initiative):**

We launched a delivery initiative wherein some meals were packaged in a bento box and sold via Zomato and Swiggy. We started getting good number of orders for that.

# TEA TRAILS IN *Media*

## Let's bubble it up!

**C**ristina Re once said 'a cup of tea is an excuse to share great thoughts with great minds'. With different varieties of this global favourite hitting the stands, tea is now as much a headline-maker as a conversation starter. The latest in this list is the craze for bubble tea.

Also known as pearl milk tea, boba milk tea or simply boba, bubble tea is a Taiwanese tea-based drink invented in the 1980s. Thanks to globalisation, the exotic tea has made its way to the city and is making heads turn among the food lovers. The recipe contains a tea-based mixture that is mixed with either chewy tapioca balls or fruit jellies. There are also versions where it is ice-blended, resulting in a slushy consistency, and mixed with fruits or syrup.

Khusboo Thacker, an assistant manager, often visits 'Big Straw' on her way back home from work for her dosage of bubble tea. She says, "I travel from Koramangala to Mekhri Circle every day and this tea is the refreshment I need to survive the traffic. I even take some home for my family; my dog loves it too!"

Her favourite flavour is the 'Tropical blast'. "It has a sort of food tea flavour but the bubbles added to it is what makes



**Khusboo Thacker**

it interesting. The tapioca balls are my favourite, although the fruit jellies are also not too bad. It's a perfect drink when one wants to just chill out and relax. The longest I have gone without hav-



ing it is two weeks — I think I will make a visit very soon to make up for it!" she adds.

Food blogger Naveen Suresh usually gets his bubble tea from 'Smaznogo' in Banashankar.

He says, "I love the mango and strawberry bubble tea. I do prefer the fruit jellies over the tapioca balls. It would have been interesting if they could have infused some aromatic edible flowers to take it to the next level." He hopes that this exotic drink will become available in more places so that everyone can



**TRENDING NOW** Bubble tea, an exotic drink mixed with tapioca balls or fruit jellies, is becoming popular.



**Naveen Suresh**

consume it. He shares, "While bubble tea could become somewhat of a gastronomic revolution for the younger lot, it will still be seen as a fancy invention by the older generation. However, I don't think true tea lovers will enjoy this drink that much."

Wanted to take the quality tea to another level is Kavita Mathur, the co-founder at 'Tea Trails', who wants to bring in tea flavours from

across the globe and incorporate it into their menu. She says, "Even though we have over 45 types of tea in the menu, bubble tea made an exceptional choice. Since the youngsters today are well travelled, it made sense to add something globally known to the menu."

Their bubble tea was received well by the customers. Keeping the Japanese green tea as the base, they offer two fruit-filled and one tapioca boba drink. "As we have a bubble tea festival going in the restaurant, we have added 'Chocolate tapioca bubble tea', a vegan drink, to the menu. It's a unique drink that everyone can have and is quite filling as well. After all, tea does make everything better," says Kavita.

**Anila Kurian**



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Tea Trails, Page 04,  
1<sup>st</sup> December, 2016





# Welcome

aboard



**Abhishek Rai**

*Business Development Manager - West*



**Chitra Manwani**

*Business Development  
Manager - North*

