

TESS[®]



PERFECT TEA
COMPOSITION

TESS®



PERFECT TEA
COMPOSITION

BRAND

Tess represents classic black and green teas and exquisite herbal compositions. Excellent tea leaves create a taste harmony with pieces of fruits and berries, flower petals and aromatic herbs.

Release start: 2007

Price positioning: Premium

TAGLINE

Perfect tea composition

POSITIONING

- TESS is young and fast growing brand
- TESS is always included in TOP 3 of the most popular tea brands in Russia
- The share of TESS on Russian tea market exceeded 9% in 2021
- TESS ranks third place on Russian tea market in terms of volume and value
- TESS has a growing position in terms of Knowledge / Consumption / Loyalty
- TESS is presented in 15 countries

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PERFECT TEA
COMPOSITION

BRAND STORY

- 2007** - Brand launch on Russian market in loose leaf and tea bags formats
- 2010** - TESS is one of five leading brands in premium segment in sales volume
- 2010** - Collection launch of loose leaf teas in pyramids
- 2015** - New brand positioning, main collection restyling, and range optimization
- 2017** – TESS pyramid collection restyling
- 2021** – TESS takes the 3rd place on Russian tea market in terms of its share in volume and value



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PERFECT TEA
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Brand Essence

TESS tunes into live communication

Key Message

Real communication starts easily when TESS arrives

Functional Benefits

- Pleasure of tastes, aromas and tea appearance
- Habit of regular face-to-face communication with cup of TESS tea
- Development of ability to freely articulate the merits, character and nuances of tea aroma and taste

Emotional Benefits

- Joy of live and open-minded communication
- Great feeling of connection with your interlocutor
- Pleasure of being able to express freely your feelings and emotions

Values

Sincerity (as a form of authenticity), creativity, freedom of expression, love of life

Brand Character

Friendly, open-minded, energetic, progressive, thoughtful

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Target Audience

- 25-35 years old women and men with middle and high middle income
- Modern megacities' residents with an established value system
- They have a clear position in life, and are independent of someone else's opinion
- They do not concentrate only on family life, leave time for their interests and hobbies, and tend to be creative
- Find time for regular meetings with friends
- They value aesthetics and everyday rituals very much
- Good quality, naturalness, tastes' variety are appreciated in products.
- After making sure of the product's quality, we are ready to buy other products of the range



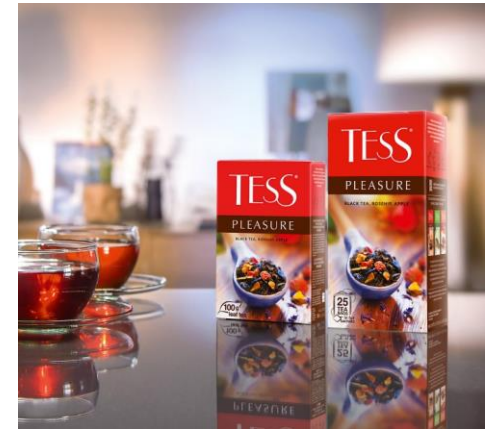
TESS[®]



PERFECT TEA
COMPOSITION

RTB

- Wide range of extraordinary tea blends
- Multifaceted tastes
- It looks and tastes like delicatessen tea
- Natural ingredients: fruits pieces, herbs, flower petals
- Beautiful appearance of tea before / during brewing: you can see flowers petals, fruits, berries, etc.
- Modern packaging design



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PERFECT TEA
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TESS today

Tea collection – loose tea and tea bags

Collection includes 13 varieties of loose tea and tea bags.

Black, green and herbal tea



Tea collection – pyramids

12 varieties of leaf tea in pyramids

Black, green and herbal tea



Tea collection – Wellness

4 tastes in tea bags in individual sachet

Detox, relax, energy and IQ





Creators of TESS blends are winners of Professional Tea championships

“ We set ourselves an ambitious task to create the best flavors on the market ”



Vitaliy Bugaev
Winner of Russian Coffee & Tea
Industry Event 2017

Nikolay Dolgiy
Winner of Tea Masters Cup
International 2018

“ We managed to achieve a bright sound of natural ingredients ”

“ Pyramids’ collection displays a whole range of flavors: desserts, berries, citrus, and exotic fruits ”



TESS tea collection Leaf tea and tea bags

Classic varieties of black, green and herbal teas, exquisite tea compositions in which excellent tea leaves are combined with pieces of fruits and berries, flower petals and fragrant herbs

Enjoy the taste and beauty of
excellent tea, find your
perfect tea combination



CEYLON

Black highland Ceylon tea

Exquisite range of tea reveals all the best qualities inherent in the varieties of Ceylon tea grown in the highlands. Balance and fullness of taste, amber color of infusion, wonderful fresh aroma with floral notes.

100gr, 25*2gr



SUNRISE

Black Ceylon tea

Great example of tea bouquet excellence. Noble large leaf Ceylon tea, low-land grown, harmoniously combines fresh direct taste. Restrained strength and bright aroma typical of expensive tea varieties.

100gr, 200gr, 25*1,8gr, 100*1,8gr



PLEASURE

Black tea with rosehip, apple, flower petals and exotic fruits aroma

This variety is based on a complex blend, in which spicy shades of tea from the foothill plantations of the Ceylon Island complement the richness and density of Indian teas. Warm tropical fruit scent adds a subtle sweet note.

100gr, 200gr, 25*1,5gr, 100*1,5gr



KENYA

Black Kenyan tea

Great black granulated tea created with tea leaves grown nearby equator, on high-lands Kenyan plantations. Full bodied with a strong taste and bright infusion, it goes well with milk.

100gr, 200gr, 25*1,5gr, 100*1,5gr



EARL GREY

Black tea with natural bergamot scent

Perfectly balanced blend of the best teas grown on world renowned plantations. The well-defined aroma of bergamot, enhanced by bitter notes of lemon zest and sweetish orange sparkle, will add a special expressiveness to this tea bouquet.

100gr, 200gr, 25*1,5gr, 100*1,5gr



BREAKFAST

Black tea for breakfast

Masterly blended from exquisite black teas from Ceylon, India and Kenya. Noble Ceylon tea, grown in the mild climate of the Foothill plantations, fills the range with deep spicy shades, and the unique North Indian Darjeeling tea brings characteristic nutmeg touches and wonderful aroma with floral notes.

100gr, 25*1,8gr, 100*1,8gr



THYME

Black tea with thyme and lemon zest

Spicy, fragrant, slightly bitter mountain thyme perfectly complements rich taste of black tea collected on the plantations of northern India, emphasizing its tart shades. Delicate citrus sourness brings notes of freshness, completing this flawless tea blend.

100gr, 25*1,5gr, 100*1,5gr



ORANGE

Black tea with fresh orange zest, lemon sorghum, apple, and black current leaves

Black Ceylon tea is exquisitely combined with juicy ripe orange flavor and delicate apple aroma. The secret of this harmony lies in the balance of complex shades - each is distinctly audible, but does not dominate, creating a delightful bouquet.
100gr, 25*1,5gr



GOLDBERRY

Black tea with fresh quince and sea buckthorn aroma

The exquisite range of this blend reveals many complex shades, delicately replacing each other. Subtle sweetish note and a peculiar, slightly astringent taste of ripe quince intertwines with the bitterness of sea buckthorn, emphasizing the light spice of excellent Ceylon tea.
100gr, 25*1,5gr



GREEN TEA



STYLE

Original Green tea

The natural bouquet of noble green tea from Fujian province is revealed in all its splendor, rich but light taste, airy floral aroma, infusion of warm jade color and long sweet aftertaste
100gr, 25*1,5gr



LIME

Green tea with fresh citrus zest and lemon aroma

This variety owes its individuality to harmonious combination of rich, but light taste of classic tea from Fujian province and fresh bitterness of juicy citrus peel. The final touch is a soft rosehip shade
100gr, 25*1,5gr, 100*1,5gr



FLIRT

Green tea with fresh strawberry and white peach aroma

Expressive and very delicate composition of this tea reveals whole bouquet of shades and half-tones. Light astringency of green tea is softened by fresh juicy taste of ripe peach and subtle natural hint of strawberry
100gr, 25*1,5gr, 100*1,5gr



HERBAL TEA



FLAME

The bright bouquet of this natural fruit drink is composed of hibiscus, rose hips and apple. The sourness of hibiscus and soft apple notes in the aftertaste, reveal the taste and aroma of fresh wild strawberries. Seasoned with warm pungency of pink pepper.
90gr, 25*2gr



PLEASURE



KENYA



FLAME



FLIRT



GOLDBERRY



LIME



BREAKFAST



EARL GREY



ORANGE



STYLE



CEYLON



SUNRISE



THYME

TESS Pyramid Collection

Collection of exquisite tea compositions is based on black, green and herbal teas, in which excellent tea leaves are harmoniously combined with pieces of fruits and berries, flower petals and fragrant herbs.



TESS presents 3 collections in tea pyramid

BLACK TEA
COMPOSITION



FOREST DREAM

Black tea with raspberry and blueberry aroma

Warm forest breath. Classic black tea blend with fragrant berries, raspberry and blueberry.
20*1,8gr



CHOCOLATE KISS

Black tea with chocolate aroma

Spicy touch in everyday life. Gorgeous blend with refined and reach chocolate taste.
20*1,8gr



BLUEBERRY TART

Black tea with blueberry and lavender

Bright trend. Stylish tea blend with taste of smooth blueberry tart and lavender.
20*1,8gr



GRAPEFRUIT CHILL

Black tea with grapefruit peel and mint

Key for a good mood. Fresh mint, lemongrass, and juicy grapefruit, this combination gives deep fruity taste.
20*1,8gr



BERRY BAR

Black tea with blackberry and black current

Juicy mix of blackberry and black current. Deep and unforgettable black tea blend with rosemary aftertaste.
20*1,8gr



CARAMEL CHARM

Black tea with caramel

Do you really need a dessert while drinking Caramel Charm Tess? This Black tea with melting caramel taste is a memorable treat.
20*1,8gr



BANANA SPLIT

Black tea with banana and strawberry

Kaleidoscope of stunning experiences. Harmonious combination of sweet banana and juicy strawberries.
20*1,8gr

Each TESS pyramid is a precisely weight portion of loose tea for a perfect cup of tea

GREEN TEA
COMPOSITION



GINGER MOJITO

Green tea with lemon peel and mint

Emotional wave. Undeniable green tea taste with ginger, fresh mint and spicy lemongrass.
20*1,8gr



DAIQUIRI BREEZE

Green tea with ginger and dragon fruit

Light tropical shade. Green tea with savory ginger and sweet dragon fruit.
20*1,8gr



PINA COLADA

Green tea with mango and pineapple

Bright tropical forest for each day life. Blend with dry mango pieces and savory pineapple brings us never ending pleasure.
20*1,8gr

Enjoy taste and beauty of excellent TESS tea.
Find your perfect match.

FRUIT TEA
COMPOSITION



SUMMER TIME

Hibiscus with raspberry and feijoa

Unstoppable joy of summer. This blend on base of hibiscus and raspberry will surprise you with ripe feijoa notes.
20*1,8gr



COSMOPOLITAN PARTY

Hibiscus with cranberry and grapefruit aroma

Secret ingredient in funny party mood. Daring taste of hibiscus, cranberry and grapefruit.
20*2gr



BANANA SPLIT



BERRY BAR



GINGER MOJITO



BLUEBERRY TART



CARAMEL CHARM



COSMOPOLITAN PARTY



PINA COLADA



CRAPAFRUIT CHILL



CHOCOLATE KISS



FOREST DREAM



DAIQUIRI BREEZE



SUMMER TIME



TESS®

WELLNESS LINE



TESS 20 TEA BAGS

GET DETOX

revitalize & refresh

cucumber • lime • basil • ginger
lemon balm • apple • green tea

100% NATURAL INGREDIENTS

☪



TESS 20 TEA BAGS

GET RELAX

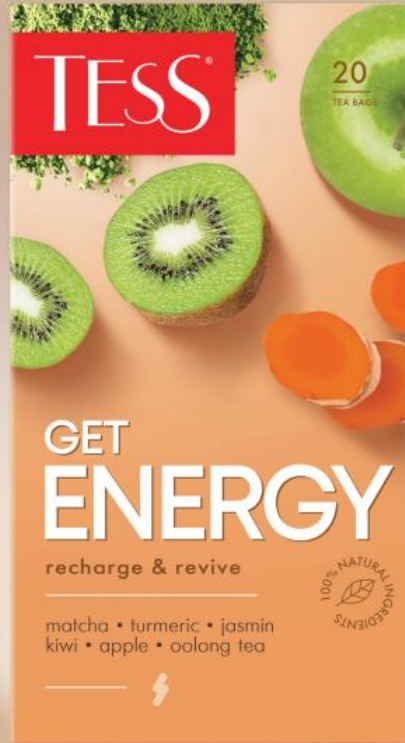
calm & soothe

lavender • lemon balm • verbena
elderflower • rosehip • apple

100% NATURAL INGREDIENTS

CAFFEINE FREE

☪



TESS 20 TEA BAGS

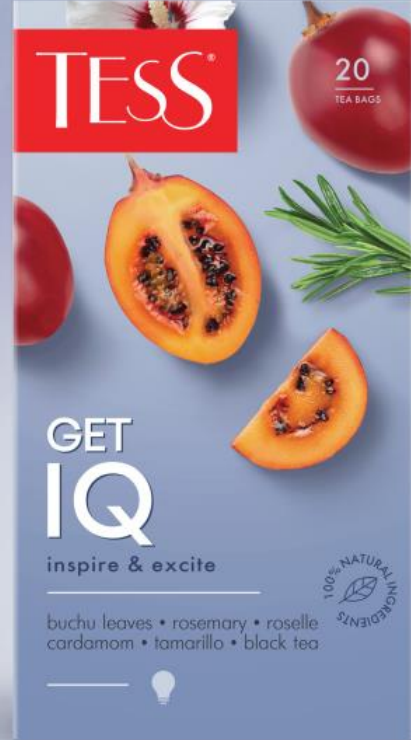
GET ENERGY

recharge & revive

matcha • turmeric • jasmine
kiwi • apple • oolong tea

100% NATURAL INGREDIENTS

⚡



TESS 20 TEA BAGS

GET IQ

inspire & excite

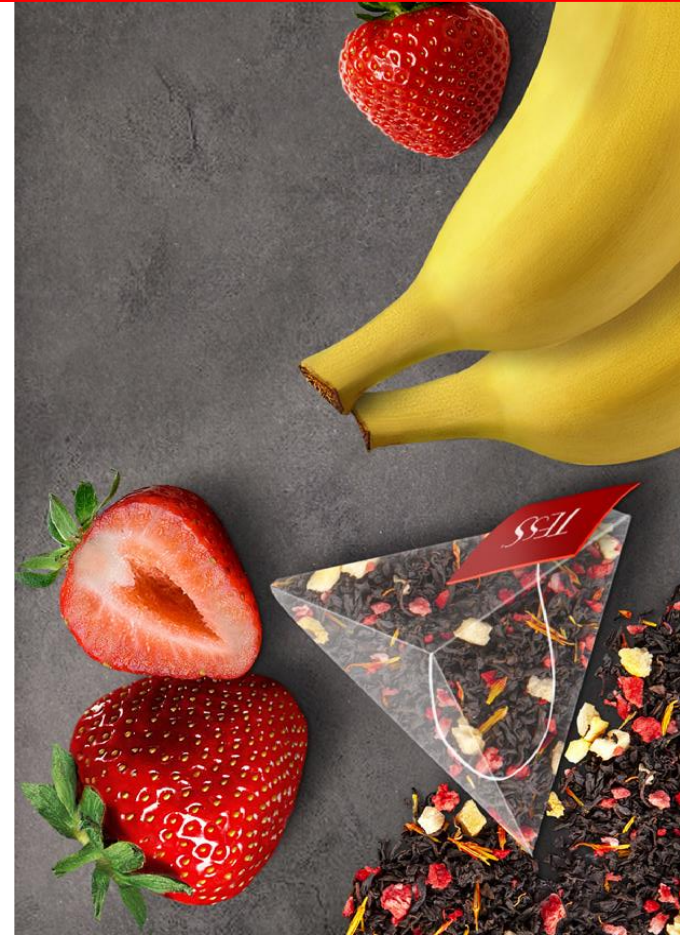
buchu leaves • rosemary • roselle
cardamom • tamarillo • black tea

100% NATURAL INGREDIENTS

💡

Why we are proud of TESS tea

- **Wide range** of non-ordinary blends
- Multifaceted **taste**
- It looks and tastes like **delicatessen** tea
- **Natural ingredients**: fruits' pieces, herbs, flower petals
- Good looking **appearance** before/after brewing:
visible flower petals, fruits' pieces
- Modern packaging **design**
- **Joy** of real and open-minded **communication**
- Great **feeling of connection** with your interlocutor





Good quality



Vivid image



Fashion

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Thank you for your time!