**The Tea Deal – in a nutshell**

**HERITAGE TEAS**

***A semi-bespoke retail tea product for your gallery, museum***

**Supplier: All About Tea, Portsmouth**

**Benefits for you**

* A perennially popular low-price gift to sell in your shop
* Benefit from cross-promotion with a suite of teas to promote museums under four headers – Museums, Art, Objects and Textiles
* A chance to increase income through off-site sales
* The pouches will also be sold in the All About Tea shop and on their website which will be additional exposure for your site
* Tea specially blended for the water in your area
* Up to 64% profit on retail
* Special offer of reduced minimum order to a manageable level for you
* Lower origination cost for groups
* Regional support in ordering for less experienced buyers
* Reassurance - if you can’t sell your stock then another site can take it.

**Benefits for the visitor**

* A versatile gift, which acts as a souvenir of the visit or a gift for feeding the cat!
* A wonderful purchase for overseas visitors that packs neatly into a suitcase
* Blended for this area to get the best from the flavour - for local visitors on holiday, for example
* Opportunity to buy several pouches from a suite of colours and subjects that compliment each other.
* Greater awareness of similar museums to visit or new places to explore through both the tea and the accompanying leaflet
* Explore a theme or person through multi-site visit

**Decisions to make**

1. Go it alone or in with a group –

**Individual**

**Pros:**

* You have the whole label to yourself – the header description, sub-title, image and text panel on the back label
* Your name is prominent on the design
* Bigger presence and prominence on the shelves of other sites
* Your site will feature in a DL or 3-fold DL leaflet with information, which will list all the teas (and therefore all the sites) in the group

**Cons:**

* You have to order a minimum of 100 singles
* You have the biggest outlay to buy stock of all the buying options available
* You pay the higher £75 origination costs

**In a group**

**Pros:**

* Far smaller outlay for orders as you can share the minimum quantity with amounts to suit your budget and selling ability
* An independent museum could place the bulk order and invoice you for your share if you have buying restrictions
* Origination costs are reduced to a more manageable £25 each – less cost to eat into your profit
* Your site will feature in a DL or 3-fold DL leaflet with information that will list all the teas (and therefore all the sites) in the group

**Cons:**

* You share the label. Under the header description of ‘Great Art of East Anglia” or “Great Museums of Suffolk’, you will have a subtitle and a unique colour of label, your own photo set within the main image panel and text on the back info panel

1. Decide which header description you’d like to feature under:

Great Museums of East Anglia

Great Art in East Anglia Museums

Great Objects in East Anglia Museums

Great Textiles in East Anglia Museums

N.B. These are purely suggestions, all ideas are welcome

1. Which image best represents your museum for the front label and what information would you like to see on the text panel on the back label
2. Decide on a label colour for your museum or group, maybe to suit your brand or product development
3. Decide on the quantity of pouches you’d like to buy
4. Work with the others in your group to decide how you are going to process the invoices

**The Process**

**Individual**

* Select your image for the front label
* Write text for panel on back label
* Choose a colour for your front and back labels
* Work with Scott or Andrew at All About Tea to create a mock-up of your label (turnaround 3 days)
* Decide the quantity to order
* All About Tea will issue a pro forma invoice to pay
* Your tea is being made
* Delivery in one week from receipt of payment

**Groups**

* Decide who you will be working with
* Collectively decide on your header description
* Select your image for the front label
* Write your text for the panel on back label
* Choose a colour for your front and back labels
* One person in your group collates all images and text to pass to All About Tea
* That person works with Scott or Andrew at All About Tea to create a mock-up of the label (turnaround 3 days) and feeds back to group
* Decide the quantity each of you wishes to order and how you are going to process the invoice/s
* All About Tea will issue a pro forma invoice/s to pay
* Your tea is being made
* Delivery in one week from receipt of payment, to individual sites

**Notes**

This bespoke product is one of the best sellers at the Mary Rose Museum in Portsmouth

The pouches have a 2-year shelf life

No VAT

Delivery

FREE to UK addresses excl Highlands and Islands

£15 to European addresses

Simon is investigating the possibility that SHARE could grant Gainsborough’s House a small amount to support the product development and to write up as a case study. This could perhaps reduce or cover the orientation costs.

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**Individual**

**Purchasing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Cost per pouch** | **Based on annual sales** | **Origination cost for labels** | **Origination cost per pouch** | **Revised cost per pouch with origination costs added** | **Total outlay on first order** | **Subsequent orders** |
| 100 singles | £2.25 | 100 singles | £75 | 75p | £3.00 | £300 | £225 |
| 200 singles | £1.60 | 1200 singles | £75 | 37p | £1.97 | £395 | £320 |

**Selling – without orientation costs added per pouch**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Retail price option 1** | **GP%** | **Profit per pouch** |  | **Retail price option 2** | **GP%** | **Profit per pouch** |  |
| 100 singles | £3.99 | 44% | £1.74 |  | £4.49 | 50% | £2.24 |  |
| 200 singles | £3.99 | 60% | £2.39 |  | £4.49 | 64% | £2.89 |  |
|  |  |  |  |  |  |  |  |  |

**Selling – with orientation costs added per pouch**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Retail price option 3** | **GP%** | **Profit per pouch** |  | **Retail price option 4** | **GP%** | **Profit per pouch** |  |
| 100 singles | £3.99 | 25% | 99p |  | £4.49 | 28% | £1.49 |  |
| 200 singles | £3.99 | 51% | £2.02 |  | £4.49 | 56% | £2.52 |  |
|  |  |  |  |  |  |  |  |  |

**In a Group**

**Purchasing**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Cost per pouch** | **Based on annual sales** | **Origination cost for label** | **Origination cost per pouch** | **Revised Cost per pouch with origination costs added** | **Total outlay on first order** | **Subsequent orders** |
| 25 singles | £2.25 | 100 singles | £25 | £1.00 | £3.25 | £81.25 | £56.25 |
| 50 singles | £2.25 | 100 singles | £25 | 50p | £2.75 | £137.50 | £112.50 |
| 75 singles | £2.25 | 100 singles | £25 | 33p | £2.58 | £193.75 | £168.75 |

**Selling – without orientation costs added per pouch**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Retail price option 1** | **GP%** | **Profit per pouch** |  | **Retail price option 2** | **GP%** | **Profit per pouch** |  |
| 25 singles | £3.99 | 44% | £1.74 |  | £4.49 | 50% | £2.24 |  |
| 50 singles | £3.99 | 44% | £1.74 |  | £4.49 | 50% | £2.24 |  |
| 75 singles | £3.99 | 44% | £1.74 |  | £4.49 | 50% | £2.24 |  |

**Selling – with orientation costs added per pouch**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Retail price option 3** | **GP%** | **Profit per pouch** |  | **Retail price option 4** | **GP%** | **Profit per pouch** |  |
| 25 singles | £3.99 | 19% | 74p |  | £4.49 | 28% | £1.24 |  |
| 50 singles | £3.99 | 31% | £1.24 |  | £4.49 | 39% | £1.74 |  |
| 75 singles | £3.99 | 35% | £1.41 |  | £4.49 | 43% | £1.91 |  |

**If Fitzwilliam Enterprises Ltd commits to sales of 1,000 singles, a combined group commits to sales of 200 singles**

**Purchasing**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pouch Quantity** | **Cost per pouch** | **Based on annual sales** | **Origination cost for label** | **Origination cost per pouch** | **Revised Cost per pouch with orientation costs added** |  | **Total outlay on first order** | **Subsequent orders** |
| 25 singles | £1.60 | 1200 singles | £25 | 37p | £1.97 |  | £65.00 | £40 |
| 50 singles | £1.60 | 1200 singles | £25 | 37p | £1.97 |  | £85.00 | £80.00 |
| 75 singles | £1.60 | 1200 singles | £25 | 37p | £1.97 |  | £145.00 | £120.00 |
| 100 singles | £1.60 | 1200 singles | £25 | 37p | £1.97 |  | £185.00 | £160.00 |

**Selling – without orientation costs added per pouch**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
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| 25 singles | £3.99 | 60% | £2.39 |  | £4.49 | 64% | £2.89 |  |
| 50 singles | £3.99 | 60% | £2.39 |  | £4.49 | 64% | £2.89 |  |
| 75 singles | £3.99 | 60% | £2.39 |  | £4.49 | 64% | £2.89 |  |
| 100 singles | £3.99 | 60% | £2.39 |  | £4.49 | 64% | £2.89 |  |

**Selling – with orientation costs added per pouch**

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| 25 singles | £3.99 | 51% | £2.02 |  | £4.49 | 56% | £2.52 |  |
| 50 singles | £3.99 | 51% | £2.02 |  | £4.49 | 56% | £2.52 |  |
| 75 singles | £3.99 | 51% | £2.02 |  | £4.49 | 56% | £2.52 |  |
| 100 singles | £3.99 | 51% | £2.02 |  | £4.49 | 56% | £2.52 |  |