



## PRESS RELEASE

### HEATH & HEATHER SALES SET TO GET EVEN HEALTHIER

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Heath and Heather, specialist in a range of fruit and herbal infusions, is the clear brand leader in the Health Food sector with 44% market share<sup>1</sup>, remaining one of the few brands exclusively sold within the health food market.

In order to further build on the brand's No.1 status, the company has brought on board a new sales agency with specific experience within the health food market sector. The six strong team at Natural Trade Brokers Ltd will be covering hundreds of health food retailers nationally on a regular cycle, offering them exclusive promotions and unique in store sales activity including sampling and other trade support.



Tom Moses who will be heading up the team at Natural Trade Brokers commented; *"The team and I are very much looking forward to working hard to build on Heath & Heather's No.1 brand status in the health food sector. We aim to re-establish it as the most important food brand in the trade and the only major tea offering exclusivity in the health food sectors."*

From its creation in 1920, when garden seed seller Samuel Ryder joined forces with his brother James to launch Heath and Heather, travelling the length and breadth of the country lecturing on the benefits of herbs, Heath and Heather's portfolio of herbal teas and infusions has developed into the extensive range sold in hundreds of stores today. The range, which is endorsed by the National Institute of Medical Herbalists (NIMH), spans from best sellers such as Raspberry Leaf through to the more obscure herbs such as Nettle and Fennel and also includes ranges of Green Teas and Organic products to respond to consumer demand.

#### References

1 - Retail H epos data, value brand share 52 w/e 2009