

BDP Topic Approval Summary

Proposed topic: Tetley Cold-Brew Iced Tea — New Product Development by an Existing Brand

1. Proposed topic or working title

Developing a Tetley Cold-Brew Iced Tea product for the UK market as a new product extension by an existing tea brand.

2. Business problem or unmet need

Some UK consumers want refreshing drinks that are convenient and easy to prepare, especially during warmer weather or busy daily routines. Traditional hot tea needs hot water and cooling time to become iced tea. There may be an opportunity for a simple cold-brew tea option, while demand, taste preferences and willingness to pay would need to be researched.

3. Proposed business response

The proposal is to introduce Tetley Cold-Brew Iced Tea: tea bags or sachets designed to infuse in cold water, creating a refreshing tea drink without boiling water. Possible flavours could include lemon, peach or mint, subject to customer research. The concept would use Tetley's existing brand recognition and tea expertise, while testing packaging, flavour options, pricing and promotion for the UK market.

4. Target customers and scope

The initial target market would be UK consumers aged approximately 18–35 who want convenient, refreshing drinks, including university students, young professionals and people who prepare drinks at home or on the go. The BDP would focus on the UK market, with initial customer research and competitor analysis centred on accessible retail and online channels. This is a proposed segment to test, not an assumption that all customers in this group will buy the product.

5. Early evidence of demand

Early evidence to investigate includes UK consumer interest in iced tea and convenient at-home drinks, the availability of ready-to-drink iced tea brands, and the presence of cold-infuse tea products in the market. The BDP should verify this using current English-language sources such as Tetley's official UK website, UK retailer product listings, and credible UK market or consumer reports. These sources are research leads; demand for the specific Tetley product has not yet been established.

6. Aim and feasibility

The aim is to assess whether launching Tetley Cold-Brew Iced Tea in the UK is a realistic product-development opportunity. The BDP would examine customer needs, competitors, market trends, product features, pricing, promotion, distribution and basic financial feasibility, using frameworks such as PESTEL, SWOT and Porter's Five Forces where appropriate. Public information should be accessible online, although reliable sales figures, internal Tetley costs and company approval may be difficult to obtain. The analysis can therefore use transparent assumptions and secondary evidence.

Note: This is a proposed concept for the BDP, not confirmation that Tetley currently sells this exact product in the UK. Before submission, verify all market-demand claims and add accessible English-language references.