

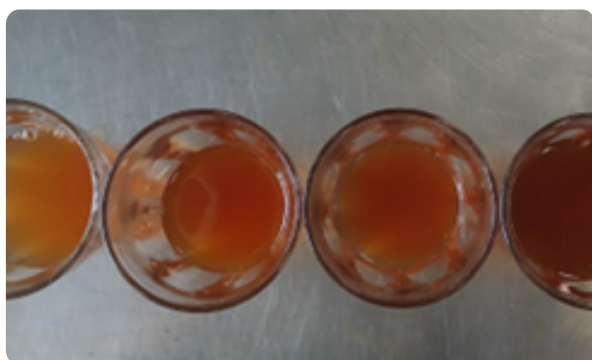
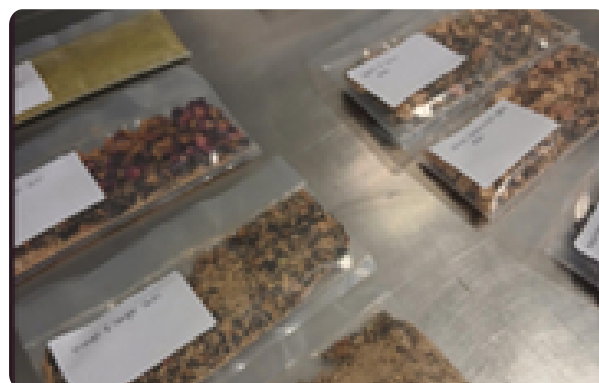
# Free the Tea

**Introduction** - Free the Tea is a small-batch tea manufacturer creating handmade blends with authentic ingredients and innovative flavours. Designed to be enjoyed hot or cold, their teas cater to both retail and hospitality markets across Northern Ireland. Built on natural ingredients and creative flavour pairing, Free the Tea offers a healthier, reduced-sugar alternative for modern, health-conscious consumers.



**Challenge** - Free the Tea needed support to enhance new product development, creating innovative blends, exploring ingredient substitutions, and ensuring compliance with safety and labelling standards. The company also required technical assessment of infusion performance and nutritional compliance, alongside developing a structured NPD process to drive ongoing innovation and competitiveness.

**Solution** - Developed a standardised recipe database with precise batch measurements to improve consistency and scalability. Enhanced blend handling for both retail and bulk supply. Established fully compliant packaging and labelling in line with UK and EU regulations, including allergen information. Completed theoretical nutritional analysis to ensure compliance and transparency.



**Impact** - The project enhanced Free the Tea's capacity to innovate, scale, and compete across retail and hospitality markets. With a structured NPD process, strong technical standards, and full compliance, the company can confidently launch new blends. Improved product functionality ensures consistent flavour and quality, positioning Free the Tea for growth and new market opportunities in Northern Ireland and beyond.

