

The finest tea the world can produce

As you can imagine, **Lipton's Markets** are selling literally tons of tea all over Britain by the start of the 1890s. At that time, nearly three quarters of the world's tea comes from China. Most of the rest grows in India, but there are also tea plantations on the island of Ceylon. To sell tea in his shops, Thomas Lipton has to buy it from other companies.

In **Lipton's Markets** as in other shops, when a customer wants to buy, it is scooped out of a giant tea chest, weighed, and sold in a paper bag. Lipton thinks there is a better way to do it: a way which gives the customer more value for money; a way which gives him more control over the cost of selling tea; and a way to make a greater profit.

Lipton knows that in the 1890s the modern steamships are faster and more reliable than tea clippers. Even the famously fast Cutty Sark (which you can still see today at Greenwich in London) would take over 100 days to sail between China and Britain. Lipton thinks he can grow his own tea, blend and package it as his own brand, and transport it back to Britain on steamships. He is confident that, by doing that, he can sell a better quality of tea and cheaper than anyone else. He is also sure that customers will respond to his new idea of tea being a romantic and exotic drink.

So, first of all, he buys plantations on Ceylon in 1892. His first poster adverts show a sketch of a Ceylonese girl holding a cup with 'Lipton's Tea' written on it, and above, in bold letters;

Lipton's Teas
Direct from the tea gardens to the tea pot.
No Middlemen profits to pay.
Rich, pure and fragrant.
The finest tea the world can produce.

