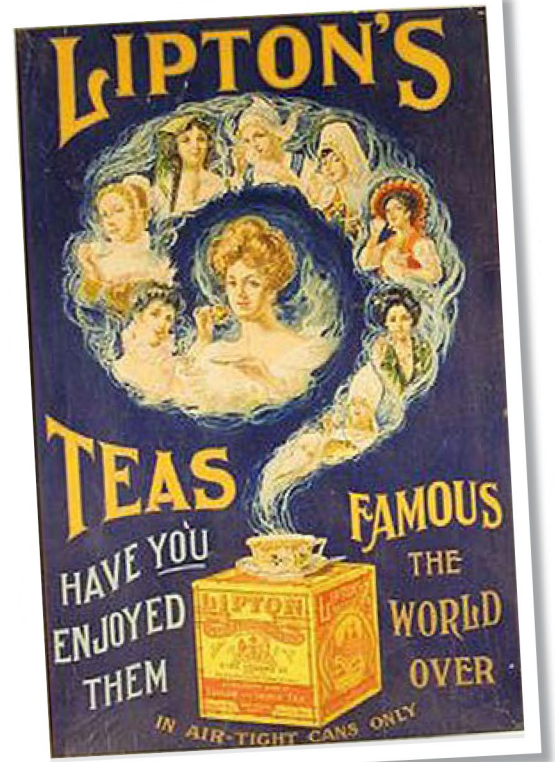


## The finest tea the world can produce (continued)

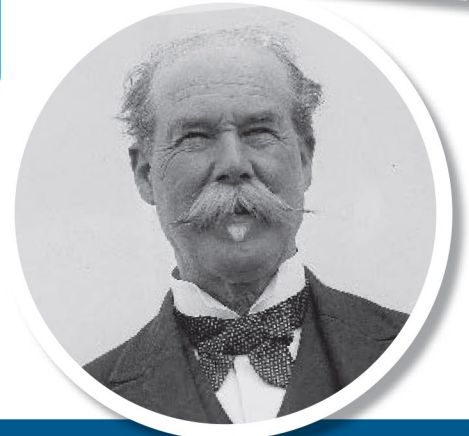
Lipton also puts the girl's face on individual bright yellow packets of tea which can be bought in quarter pound and half pound sizes. In other shops people can only buy their tea by the pound. To make his tea stand out even more, he tells customers and his competitors that up to twenty five different blends are used in his teas and that for each Lipton's Market, the tea is specially blended to give the best taste with water from the local area.

Thomas Lipton's plan works. Thanks to his revolution in the way people think about and buy tea, he is no longer simply one of Britain's most successful grocers. By the dawn of the 1900s he has become one of the country's and the world's first global entrepreneurs.



### Your challenge now is to find out more about:

- The Cutty Sark and other tea clippers: what kind of ships were they? Which seas and oceans did they cross? Which routes did they take?
- What is Ceylon called today and where is it? What else is it famous for?
- Advertising tea today: What examples can you find? What might your own tea poster say and look like?



**Our next challenge** is to find out how Thomas became famous all over Britain for doing more than selling tea and groceries.