

Red espresso grows its market

As tearooms proliferate in the US and the consumption of tea drinking increased from 2006-2009 by 4.5%, a South African tea, red espresso, is gaining international recognition and awards. The naturally caffeine-free espresso made entirely from South Africa's own Rooibos tea, took tea on the bag and into a place no-one thought it would go - the espresso machine and the coveted coffee culture.



To date, the home-grown innovation is being exported to 18 countries on five continents, stretching from the West Coast and Canada to eastern Asia down to New Zealand. On the Iberian Peninsula, red espresso together with its local partner, have successfully introduced the innovation of the world's first tea espresso capsule format. Designed for use in a home capsule espresso machine, it has successfully taken significant market share from global leader Nespresso in this market.

Locally, it continues to grow from strength to strength and remains one of the company's core markets. Listed on the menus of national chains Mugg & Bean, Woolworths, Seattle, Kauai, Primi Piatti, Col'cacchio as well as over 1000 independent cafés, the product experienced double figure growth in 2010, in both foodservice and in retail stores such as @Home, Spar and Pick n Pay.

Keeping abreast of innovation, the company also recently introduced the portable espresso maker, the award-winning mypressi Twist, to South Africa.