Quooker Teams Up With We Are Tea To Promote The Perfect Cuppa

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Quooker, the originator of the 100°C boiling water tap, has toasted a new collaboration with independent, multi-award winning tea business We Are Tea in the only appropriate manner - over a piping hot cuppa.

Stephen Johnson, managing director of Quooker UK, teamed up with We Are Tea founder Darren Spence at the recent Home London show at Earl's Court. Quooker and We Are Tea have agreed to work in collaboration at exhibitions and on joint marketing activity this year to promote both the great British cup of tea and the importance of serving it using 100 degree boiling water.

The two were present at the 'Geezer bar', a tea-bar cum exhibition stand being manned jointly at shows throughout the UK by Quooker and the team from British designer Nick Munro, whose range includes stunning contemporary tea and coffee pots.

Stephen Johnson, MD of Quooker UK said, "We are delighted to be working alongside We Are Tea. Having your water boiling is the only way to make the perfect cup of tea. The quality of the tea you drink deserves nothing less and, by replacing your kettle with a Quooker, not only are you improving the quality of what you drink, you are also improving your energy efficiency and water consumption and minimising the risk of accidents from kettles."

Daren Spence added, "Around 165 million cups of tea are drunk in the UK every day and many of them are not made as well as they should be. For black tea, water should always be boiling at the moment of impact and it's always best to use water that has been freshly boiled as the Quooker provides. We are passionate about making the perfect cup of tea and we know that Quooker are too. We are therefore delighted to be working with Quooker to bring the perfect cup of tea message to the masses! All of our teas are ethically sourced, direct from artisan producers and we are on a mission to educate our customers on how to get the best out of them."

The Geezer bar showcases both Nick Munro designs and a Quooker Fusion tap, part of Quooker's Nordic range; plus a second Quooker boiling water tap, which the partners believe will be needed to keep up with the demand for hot drinks.

We Are Tea's loose leaf teas are available as 50g or 100g refill packets or 50g or 100g reusable tea caddies as well as its biodegradable whole-leaf teabags. Its range includes a wide variety of black, oolong, green, white, infusion and super teas.

www.quooker.co.uk
www.wearetea.com
www.nickmunro.com

- Ends -

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