

Green tea goes pear-shaped with new Lipton flavour

The first combination flavour, Green Ice Tea Pear and Peach, released by Lipton Ice Tea, is launching now at retailers nationwide. The launch of the new variant will be supported by an integrated marketing campaign including in-store activations, a radio campaign and PR.



"We will also put a major focus on offering sampling of the new flavour combination nationwide over the next three months in order to get consumers to try the naturally refreshing flavour combination," says Neo Phiri, Marketing Manager, Lipton Ice Tea.

It is available in two pack variations at a recommended retail price of 500ml at R10.59 and 1.5L packs at R18.99. For more information, go to www.liptonicetea.co.za.

For more, visit: <https://www.bizcommunity.com>