

A photograph of a tea tasting event setup on a table. In the foreground, there is a glass teapot filled with tea, a small jar of honey, and a bottle of 'SANGRE' tea. In the background, there is a vase of white roses, a lit candle in a holder, and a colorful abstract painting on the wall. The 'for TEA'S sake' logo is overlaid in the top right corner of the image.

for
TEA'S
sake™

Hosting The Perfect Tasting Event

• TIMELINE & TIPS •

1 MONTH PRIOR TO THE TASTING EVENT

- Order additional inventory and bulk tasting teas to support the sales at your event. We've found the Tasting Events drive multiple purchases so be sure to have enough inventory on-hand so you don't miss out on any sales!
- Determine the hours for the event.
- Invite your Giftcraft Representative to attend and assist at the event. (more than 90% of retailers hosting events comment their events are more successful when their Sales Representative attends their events).
- Post promotional signage in your store. Signage should explain what your customers can expect by attending the event (samples, draws, etc.)
- Send invites to your customer list. Whether by phone, email or written invitation, a personal invitation to a special event will contribute to a larger turn out.
- Promote the event on your store receipts or by including flyers with all purchases.
- Make a checklist of what you'll need for the event. It should include items such as:
 - o Teas you plan to feature at your Event
 - o Bulk Tasting Teas
 - o Table & Tablecloth
 - o Teapots
 - o Extension Cord(s)
 - o Cups, Plates and Utensils
 - o Cream & Sugar
 - o Light Refreshments
 - o Your Official For Tea's Sake Apron

2 WEEKS PRIOR TO THE TASTING EVENT

- Send a reminder to your customer list.
- Confirm any items needed for the event from your checklist are on-hand and available for the event.
- Determine if you'll be offering a special promotion during the event such as a gift with purchase or draw prizes.
- Reference your For Tea's Sake Brand book to learn more about the flavor profiles of the teas you will feature at your event so you can educate your customers.

DAY OF THE TASTING EVENT

- Ensure set-up is ready prior to the start time of the event, including all teas you are sampling are steeped and ready to be enjoyed!
- Create a sign-in list to collect names, addresses and email addresses. If a purchase is made, jot down what was purchased. This is a great way to build your customer list for future marketing efforts. (To encourage customers to provide this information, consider a small incentive such as a small gift or coupon for a future purchase).
- Position the featured teas on the table where samples are being served.
- As customers are sampling teas, talk about the brand, the quality of the blends, the diverse selection of teas and the giftability of the brand.

DAY AFTER THE EVENT

- Send a thank you email or note to your guests. Include the date for your next Tasting Event.
- Take inventory of your existing inventory and place a reorder to replenish your stock.



When planning any event, pre-planning is the key to success. The tips listed above for planning and hosting your Tasting Event will help you maximize sales! Our most successful For Tea's Sake retailers host regular tasting events with more than 70% attributing the growth of their sales to Tasting Events.