

London, 1st June 2015.

Mississippi native bringing a dash of Southern Hospitality to leading venues across London. Introducing Soft Drinks Start-Up Sweet Sally Tea

Following 18 months of research and development, Sweet Sally is proud to launch its first product – a freshly brewed bottled spiced iced tea to be served over ice, or mixed with your favourite spirit.

Stockists include awarding winning venues across London such as The Truscott Arms (Maida Vale), Michelin starred Harwood Arms (Fulham), The Wells (Hampstead), The Stag (Belsize Park) and the Mall Tavern (Notting Hill). Founder Nicole is amazed by the responses to Sweet Sally;

“Our early adopters are market leaders, with a common shared passion to provide their customers with a complete drinks experience, beyond the traditional fizzy, sugary soft drinks”

Nicole moved to London from America in 2013 and whilst quickly settling into and loving her new home, friends and family would often ask the question: What do you miss from home? Nicole’s response first and foremost was friends and family, followed by something that reminded her of friends, family, long hot summers in Mississippi and southern hospitality— Iced Tea.

Great tasting, freshly brewed, lightly sweetened iced tea. Emphasis here on fresh brewed and lightly sweetened.

“With every sip of Sweet Sally Iced Tea I’m instantly transported back to a porch overlooking the Mississippi Delta”

Sweet Sally Spiced Tea is made with freshly brewed organic Ceylon black tea, Spanish oranges, Sicilian lemons, a touch of organic sugar and a blend of cinnamon and cloves.

“Sweet Sally Tea is for the person looking for an all-natural, deliciously light and refreshing drink, that isn’t loaded with sugar, carbonated and high in calories”

Company Bio

Sweet Sally is a new independent iced tea company in London. Its mission is to create the “best iced tea this side of the Mississippi.”

Founder Bio

Born in Mississippi, Nicole lived in Nashville and New York before moving to London in 2013.

Growing up in the South meant every occasion with family and friends would be accompanied by iced tea. With a passion for the diverse food and drink stories in London, she decided to share some of her American southern heritage with her new home. Coupling this passion with a dedication to only use the best possible ingredients, Sweet Sally Tea was born.

Events

IMBIBE Live @ Olympia 29-30th June 2015

The Conscious Hospitality Show @ Olympia 5-7th October 2015

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<http://sweetsallytea.com/presskit> (Photos Included)

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