



Palais des Thés will present its unique range of teas & infusions
at the TFWA exhibition from 1 to 5 October 2018
(stand AA17)

“This annual meeting of the duty-free industry is an excellent opportunity to meet potential partners and essential players who could accompany our international development,” explains Jean-Luc Foucher-Créteau, CEO.

Already present in more than 30 countries around the world and with 50 boutiques in France as well as a further 13 stores abroad, Palais des Thés wants to accelerate **the development of its network** of boutiques in the form of franchises in the major European capitals*. Also to be found in department stores (in Italy with la Rinascente, in Spain with El Corte Inglés and in Korea at Lotte or Shinsegae) and in the hotel sector (at the Istanbul Ritz, the George V in Paris and the St Regis in New-York), Palais des Thés wants to extend its presence in the travel sector.

“Our company is known for its specialised range of directly-sourced single-estate teas, and in particular for its grands crus. We nevertheless also have a range intended more for the general public, boasting attractive packaging and very reasonable prices,” states Jean-Luc Foucher-Créteau adding, “We undoubtedly represent the contemporary alternative to the often very traditional approach to tea. The obsession of our teams with taste quality and food safety means that Palais des Thés is the brand most in line with new consumption trends.”

The airline company Air France has chosen Palais des Thés for its selection of teas, both on the ground and in the air.

An elegant set of 6 best-selling teas and infusions has been developed for the long- and medium-haul in-flight service in business class. A dedicated offer is also available to business-class passengers waiting for their flights in Air France lounges. In July 2018, Air France inaugurated a DETOX bar in its new Lounge L in Terminal 2E at Roissy CDG in partnership with Palais des Thés, unveiling the brand new collection of 5

Following its success with Air France, Palais des Thés is looking to establish itself in the duty-free boutiques of major airports such as Moscow, Paris, Frankfurt, Singapore and Dubai. “The TFWA exhibition should provide us with the opportunity to meet influential partners who could help us to market the range in this distribution network,” explains Jean-Luc Foucher Créteau.



Press Service | CAB Communication

Clothilde Tupin - clothilde@cabcommunication.fr
Tel. +33 (0)1 41 41 60 65 – +33 (0)6 07 16 73 78

*Target cities: Milan, Copenhagen, Geneva, Barcelona, Brussels, Amsterdam, Bangkok, Istanbul



A product range adapted to duty-free retail sales

The Detox Collection

Palais des Thés unveils five teas & infusions, all ORGANIC/ECOCERT/USDA-certified, drawn from practices observed in five regions around the world. Delicious savoured hot or iced, each recipe helps eliminate toxins effectively and provides targeted benefits.

- South African detox – draining
 - Brazilian detox – energy
 - Japanese detox – relaxation
 - Indian detox – digestion
 - Scandinavian detox – natural defences
- 100 g box – €15



The “Garden Promenades” gift set

Four gourmet infusions from the “Gardens” collection come together in a brand new set of miniatures.

The ideal gift or personal treat, offering the chance to taste the very best infusions and discover the “Gardens” range in an original format: Miniature 50g boxes with bilingual packaging (French and English)

- Gift set of 4 miniature boxes of 50 g
 - Tropical Garden,
 - Andalusian Garden,
 - Romantic Garden
 - Queen’s Garden
- Price - €xx



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