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Cambridge, UK

INNOVATIVE STRATEGY CONSULTANCY BEANSTALK MANAGEMENT HELPS ZIAMESE SISTERS TO LAUNCH GREEN MULBERRY TEA IN EUROPE

Beanstalk Management, the corporate advisory house, has been working with Ziamese Sisters to develop launch plans for their Green Mulberry Tea brand in Europe. Beanstalk Management's extensive experience of the consumer products sector has provided Ziamese Sisters with the expertise they need on the ground in the UK.

Beanstalk Management consultants have not only worked with in large consulting firms but had successful careers in industry and run their own businesses. This unique blend of experience ensures a very unique and results-orientated approach to any consulting project. Beanstalk Management is examining the launch options in the UK for its Ziamese Tea Society brand focusing on Green Mulberry Tea and facilitating the identification and introduction to suitable distributors and retailers.

Ziamese Sisters launched their Ziamese Tea Society brand in Thailand and are now the leading brand of Green Mulberry Tea. Ziamese Tea Society won the Superior Taste Award 2008 from the International Taste & Quality Institute, Belgium, for its Boutique Tea Green Mulberry Extra. This is the second international award for Ziamese Tea Society and testament to Ziamese Sister's dedication to showcasing Thailand's best on the world stage.

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“Beanstalk are helping us look at our first overseas market outside of Thailand, “ said Nathathai Bhukkanasut, Founder of Ziamese Sisters. “We believe the UK represents an exciting opportunity for our Green Mulberry Tea, which tastes great, has no caffeine, is tannin free, yet delivers many of the health benefits of regular green tea.”

“Ziamese Sisters have developed a compelling consumer proposition with their Green Mulberry Tea, not least the wonderful taste” said Richard Baker, Director of Beanstalk Management. “We are confident that we can help them launch successfully in the UK.”

Interested parties are urged to contact Beanstalk Management by the end of July on +44 203 239 0118 or r.baker@beanstalkmanagement.co.uk.

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Editors Note:

Beanstalk Management is an innovative corporate advisory house specialising in the cleantech, consumer and high tech sectors. Founded in 2005, Beanstalk are industry experts in buying and selling businesses, raising finance and strategy consulting.

Tags:

Beanstalk Management Limited, Ziamese Sisters, Ziamese Tea Society, Green Mulberry Tea, Strategy Consulting, Corporate Advisory House UK