

Exciting partnership with Birchall Tea

2 years ago



BM is excited to announce our partnership with [Birchall Tea](#), with our Perkee coffee bars now serving the brand across all our sites.

Not only will we be serving Birchall's full range of teas from classic English Breakfast to specialty green teas, Birchall will also be supporting us with our tea strategy, with the aim of bringing tea to the core of the brand offering, as we did with coffee.

Birchall George Graham entered the tea trade in Darjeeling in the 1870s and the family is now on its fifth generation in the tea business under Daniel and Tresham Graham, as well as being one of the largest exporters of East African tea in the world.

Birchall's factory in Amesbury, Wiltshire, was the UK's first solar-powered tea factory, with its rooftop solar panels generating renewable electricity for all on-site operations, and its teas have won 83 Great Taste Awards.

The business also works to improve the living standards of tea pickers in the Eastern African countries in which it operates, as well as supporting the conservation work at Virunga National Park in the Democratic Republic of Congo through donations from its Virunga teas.

[Miguel Camara](#), head of coffee and tea, BM said: "This is a partnership of like-minded people that want to take customers on a journey to understand tea. Feedback from customers has already been great, and we look forward to bringing tea to the core of our beverage offer.

"Tea has many similarities to coffee, but in terms of sourcing and understanding among both beverage professionals and home consumers, it's 10 years behind. We aim to change that by educating our teams and our customers through pop-ups and tea-making masterclasses. Tea is growing in popularity every year

and we want to ensure we are sourcing the most ethical and delicious tea possible.”