

TeTrim Teas

A not for profit tea company based in Carmarthenshire, on a mission to revolutionise the health tea industry, collaborating with academics to craft a diverse range of health-focused teas.



CONTACT US: INNOVATE@ABER.AC.UK
ABERINNOVATION.COM
[@ABERINNOVATION](https://twitter.com/ABERINNOVATION)

OBJECTIVES

Operating within the health and food & drink sectors, TeTrim Teas is dedicated to producing health teas that align with the Well-being and Future Generations Act Wales. Their overarching objective is to create the highest quality products by incorporating ethical and local supply chains, rooted in scientific research.

The company's commitment to sustainability and innovation extend to achieving zero-carbon production methods, contributing to the overall well-being of Wales.



"I know for a fact, we wouldn't have the product we have today, without access to AberInnovation and the invaluable expertise at Aberystwyth University."

PRODUCT DEVELOPMENT JOURNEY AND PARTNERSHIP

TeTrim Teas launched its groundbreaking Rhubarb Root Tea at the Royal Welsh Show 2023, culminating a two-year research journey. Mari, the company's Director, drew on her prior experience in tea sales to create the new product line. The company's approach involves analysing the active properties in plants with known health benefits, and matching these with similar properties in locally-grown plants. This has led to sourcing locally grown plants as ingredients with similar, or in the case of the Rhubarb Root, even better results. The company needed the links with academia to be able to establish a novel revenue stream for Welsh growers and to reduce their carbon footprint by not importing. Collaborating with AberInnovation's Future Food Centre and Aberystwyth University was pivotal in this endeavor. Research and development focused on perfecting the tea blend and sourcing local ingredients. The unique aspect of the Rhubarb Root Tea lies in its use of rhubarb plant byproducts which were clinically proven to offer health benefits, including a significant reduction in LDL (bad cholesterol). The abundant and sustainable availability of rhubarb in Wales combined with collaborative efforts aims to revolutionise the tea market.

INDUSTRY CHALLENGES

- Positioning and marketing the brand within a crowded health tea sector
- Regulatory limitations on making claims, even with solid clinical data
- Numerous claims from various brands and therefore it becomes difficult for end-users to differentiate and select the right tea for their needs

SOLUTIONS AND INNOVATIONS

- Product aims to address specific modern day health concerns and improve gut health
- Additionally, TeTrim Teas is developing a mushroom tea aimed at supporting other pressing health issues such as mental health, memory and even dementia
- Not only prioritising health but also the local economy and Welsh growers by promoting and utilising their produce

COMMUNITY BENEFITS AND TESTAMENT TO SUCCESS

Beyond tea development, the tech transfer component facilitated the launch of new tea products. Real-time collaboration with researchers and experts enhanced their understanding of tea processing, from drying to preparation. The collaborative environment fostered knowledge exchange with industry experts, allowing TeTrim Teas to gain insights into preparation techniques and food-grade activities. Sensory booths and analysis suites housed at AberInnovation aided in product refinement, and clinical trials in Trimsaran, Wales not only brought scientific validation but also financial support to the local community.

The culmination of TeTrim Teas efforts was the launch of their product at the Royal Welsh Show 2023, hosted at the IBERS stand.

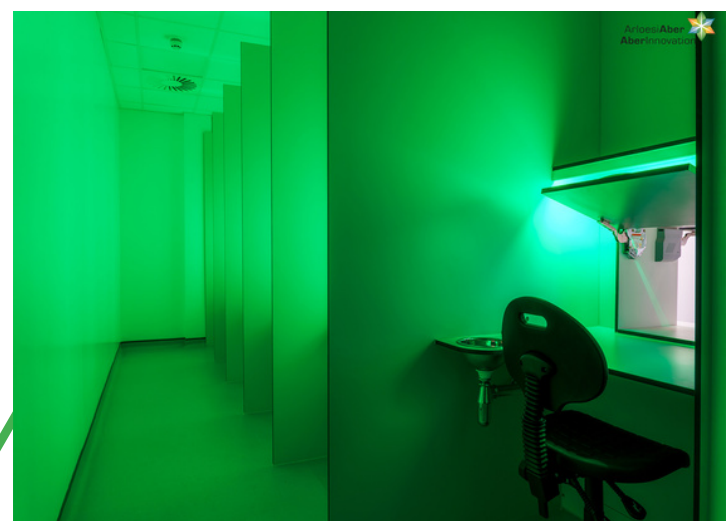
“The expertise gained from AberInnovation and Aberystwyth University was integral to achieving this milestone and exemplifies how collaboration between industry and academia can drive innovation, leading to impactful products that benefit both health and the local economy.”

COLLABORATION WITH ACADEMICS

TeTrim Teas collaborated closely with academics such as Aberystwyth University's Dr Amanda Lloyd, Alina Warren and AberInnovation Food Technologist Pamela Thompson as well as PhD students at the University to help further their own research. This partnership enriched the R&D process, contributing to the successful development of the new products.



-MARI ARTHUR, OWNER TETRIM TEAS



Adran Y Gwyddorau Bywyd
Department of Life Sciences



Biotechnology and
Biological Sciences
Research Council

