



... Who are we?



Bell Tea was founded in 1905 in Dunedin, so we have had many years to perfect our blends. However, there are several core values that have been integral to the business since the beginning – a commitment to quality, and a responsibility to the people and places that we impact upon.

The skill involved in sourcing and blending tea is a special one, so we have always employed the services of a trained tea taster. Currently, Matt Greenwood is 'the Tea Guy'. Matt is the only Master Tea Taster in the country and continues to lead the way, introducing exciting new blends to the Bell Tea family.

This commitment to quality stood us in good stead in 1989 when Twinings of London were looking for an agent in New Zealand. The relationship has flourished ever since, and we are actually one of only two countries globally who are permitted to manufacture Twinings blends outside the UK.

As the Bell Tea Company went from strength to strength, New Zealand was also developing a passion for good coffee. Burton Hollis started life in the late 1980s as one of the first 'gourmet' coffee roasters in New Zealand. The two businesses joined forces in 2006 to form Bell Tea & Coffee Company Ltd. It was a perfect match, and here we are today – a little bigger and more experienced, but still committed to our original 'raison d'etre' – ensuring that our beverages revitalise New Zealanders every day.

BTCC Today

Today we have sites in both the North and the South Islands. We still supply the South from the original plant in Dunedin, but also have a manufacturing site and new offices in Auckland which have, at the heart of them, our state of the art tasting rooms where our tea and coffee tasters work their magic ... with help from the rest of the team.



The Bell red box has kept New Zealanders refreshed for generations. However, we have added to it, introducing black teas from Africa, India and Sri Lanka with Kenya Bold, India Origin, and Finest Ceylon, and green teas from China, with our Bell Zesty Green range. The Gravity coffee brand consists of 6 fresh roast and ground blends, and Burton's still remains our Hospitality coffee brand, complimented by our recent LIVE tea hospitality offering. That, plus the full Twinings range that we offer means that we should have a tea or coffee for every taste or occasion!

BTCC & Sustainability

Our commitment to sustainability, both in terms of sourcing our raw ingredients, and in terms of the way we operate here in NZ is strong. However, we know there's much more to do!

We are members of the Ethical Tea Partnership (ETP), which is the largest international tea sourcing initiative. It is a non-commercial alliance of the major tea packing companies around the world, who believe that we all have a shared responsibility for ethical sourcing. Together with the ETP we are going on a journey to independently audit all tea estates that we purchase from and are helping to establish a more responsible tea industry world-wide. Those audits focus on the really important things such as provision of schooling and medical care for workers, conditions of work and pay structures.

We also have a relationship with Fairtrade Australia New Zealand (FTLANZ), partnering with them to produce our Gravity Fairtrade Organic coffee (Fair Deal). There's more information on the Ethical Tea Partnership at <http://www.ethicalteapartnership.org/index.asp> and you can also learn more about Fairtrade at <http://www.fairtrade.org.nz/>



Closer to home we have an established in-house recycling programme for cardboard, plastic, paper, coffee sacks, toner cartridges and by-products of coffee roasting. However, we used the move to our new building in December 2007 as an opportunity to make some real changes. The new building was designed and built by recognised accredited Green Star architects and builders, and, whilst we were not seeking any particular Green Star rating as such, sustainability was taken into consideration throughout the process. Key features include:

- > energy-efficient heating systems and solar control glass;
- < natural ventilation to the warehouse;
- < rainwater harvesting for all non-drinking water;
- < recycling waste storage and composting facilities;
- < sustainable timber materials, and environmentally friendly floor finishes.

