

The Princecroft Willis Award for Best New Business

Tea Total

Contact: Ian & Kelly Tiffen

Phone: 023 8028 4585

E-mail: info@teatotaluk.com

Website: www.teatotaluk.com

Tea Total is a High Street tea shop, retailer and online business based in Lyndhurst. The business sells a wide selection of teas from around the world using their expertise and knowledge on the subject.



Ian and Kelly have identified a gap in the market following the growth of coffee shops over the past decade. It was noted that there was room for a specialist provider of teas both through a retail premises and as an online business.

Prior to the establishment of their Lyndhurst premises, Tea Total visited local markets to sell their goods. This allowed them to test the market to understand customer needs and wants and to refine the product range available.



The prime High Street location provides an excellent location for those wishing to enjoy light bites. The recently updated menu includes bagels, paninis and cakes all made on site using local produce wherever possible. Specific dietary requirements are catered for across the menu including gluten free products.

Online is an important element of this business. All products sold in the shop are available through the company website with orders being received from all over the world. They regularly post updates and photos on their Facebook page and are ranked number 1 on TripAdvisor for restaurants in Lyndhurst.

