

IN THE UK

**81%**

confirm they enjoy a cup of tea.

MORE THAN

**60%**

of UK tea drinkers say a cuppa makes having hard conversations easier.

**1 in 3**

UK adults reach for a cup of tea when feeling stressed.

**3/4**

of the British public have had a positive experience as a result of a **Brew Up**.

**30%**

almost a third (30%) felt more connected to the person they had the **Brew Up** with.

**1 in 3**

reported feeling calmer afterwards.

