

LIPTON

Teas and Infusions

PR & Media Report -

May 2024



Introduction

- Liptons launched a new Rwandese-origin tea at the Sarova Whitesands on the 13th of June 2024. The event was attended by tea industry experts both from Rwanda and Kenya.
- The event was meticulously executed with guests having the Kibeho tea experience.
- The event had 50 pax guests ranging from the tea industry, media, and staff of the brand



Welcome Drinks

- Guests were treated to some iced tea made from the (Kibeho) tea which served as part of the consumer experience for the event.



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The MCS



Two staff members joined to run through the program which entailed guest introductions, and coordination of activities on ground.



The Set up

- This entailed a mix of tea stations, tea-themed items, cocktail tables and stools, and food stations that married the theme together



The Food Service

- Guests were treated to food and drinks through the night of the event till it came to a close.



The Ushers

The ushers dressed in themed Rwandese outfits played a crucial role in welcoming guests and directing them to the required sections



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Launch Moment

- The launch moment was witnessed by the use of pyrotechnics



The Speeches

- Different internal and external stakeholders gave their speeches for the event launch



Other Event Photos



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Event Photos



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Thank You

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