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Reconnect over a cup of tea this Teh Tarik Day with Lipton!

Lipton encourages Malaysians to create quality connections with their loved

13 September 2021, Kuala Lumpur - Teh Tarik has always been a staple in Malaysian culture, be it a family gathering around the table, friends catching up on lost time during a mamak session, or simply just someone new you've met - every connection grows stronger over a cup of Teh Tarik. However, extended lockdowns throughout the country have put a pause to the regular teh tarik sessions, separating us from not just the cup of smooth milky tea, but with the loved ones we enjoy it with as well. Under the campaign umbrella of 'Sekuat Rasa Teh, Seerat Ikatan Kasih', Lipton is calling all Malaysians to celebrate Teh Tarik Day by restoring the quality connections this coming 15th September onwards. Despite the distance, Lipton wants to encourage Malaysians to reconnect again with a unique message straight from your heart on www.liptontehtarikday.com.

Inspired by the way Malaysians from all walks of life are united with their love for Teh Tarik, the world's leading tea brand has celebrated Teh Tarik Day every year since 2017, with the brand's focus on enabling quality connections, over a strong cup of tea. As the campaign title depicts, "Sekuat rasa teh, seerat ikatan kasih", Lipton recognizes that now more than ever, the need to rekindle lost connections and reignite lukewarm relationships. This Teh Tarik Day, Lipton is introducing a platform that enables Malaysians to express themselves to their friends and family in a unique way - all you have to do is to say what you feel and Lipton will personalize it, animate it and make it that much more special, leaving the receiver feeling a deeper connection.

"The pandemic has definitely affected the quantity and quality of time spent together with the precious people in our lives. While we are all doing our part by social distancing for a greater cause, we at Lipton also believe that it's important to carve out at least 15 minutes to connect and build quality relationships with your loved ones, even if it's done virtually. We sometimes need more than just words to express ourselves fully, and Malaysians are very well-known to express feelings through actions rather than with



spoken words. With this in mind, Lipton has created this campaign not only to encourage action in personalizing a special message for your precious people, but to also redeem a gift for you and your loved one to share more quality moments together.” says **Callista Fernandez, SEA Marketing Lead for Tea in ekaterra (a division of Unilever)**



Teh Tarik Day would be incomplete without a cup of tea, and Lipton delivers it and more with their Lipton Teh Tarik Day gift sets. Selected pairs of Malaysians who connected through www.liptontehtarikday.com will be surprised with 2 gift sets -one for the sender and one for the recipient of the personalized message to encourage the continuation of quality connections together! The gift set is designed in collaboration with Stickerrific, who weaved little Lipton tea bags and tea leaves into the batik print illustration at the sides of the gift box. It is paired with a limited edition Lipton mug complete with a variety of Lipton tea, including our very own 3 in 1 Teh Tarik Milk Tea Latte, delivering creamy indulgence in every sip.



Sign up now and personalize a message curated by Lipton to send to your loved ones!

- Step 1: Submit your details and personalized message at www.liptonteh tarikday.com
- Step 2: Sit back and relax. Let our team at Lipton start to work on our magic!
- Step 3: A unique link will be sent straight to your loved ones via SMS
- Step 4: Click on the link and the personalised video message of yours will be unveiled. The special recipients will have the option to save the personalized message or share it on social media. Happy connecting!

For more information on the campaign, do follow Lipton's official social media at [Facebook](#) and [Instagram](#). Lipton's Lipton Extra Kaw Pot Bags and Lipton Teh Tarik 3-1 can be found in most supermarkets, as well as online on Shopee and Lazada.



Lipton Extra Kaw Pot Bags
92g (40 pot bags)
RM5.30



Lipton Teh Tarik 3-in-1
252g (12 sachets)
RM14.25



Note to editor

About Lipton

Sir Thomas Lipton founded Lipton in 1871 to deliver the best quality tea for the ultimate experience. Lipton Yellow Label pioneered this dream with the finest international blends from Ceylon and Kenya giving Lipton tea its signature aroma and taste. Since then, Lipton has delivered great innovations bringing vitality and natural goodness into people's lives.

Lipton renowned as the World's NO.1 Tea Brand continues to push the boundaries and thus begins embarking on a journey to give tea an exciting twist to brighten every occasion with a cup a refreshingly delicious Lipton Tea!

About ekaterra (a division in Unilever)

Ekaterra is proud of its tea business, the biggest in the world, with world-class purpose driven brands such as Lipton, PG tips, T2, TAZO® and Pukka. We pick, cultivate and nurture various blends – of brews and people. And we're just getting started. Our name, ekaterra, is derived from a blend of Sanskrit and Latin and stands for one earth. We are present in more than 100 countries with generated revenues of €2 billion in 2019. With 13 production factories in 4 continents and tea estates in 3 countries, ekaterra is a profitable and growing business offering a world of wellbeing through the regenerative power of plants to hundreds of millions of consumers.

One planet. One people. One purpose.

At ekaterra, we stay grounded: we never forget that every brew we create starts with a simple seed, nurtured by the earth. We stay united: we believe in harnessing the power of diversity, because only when we pick, cultivate and nurture various blends, do we bring out the best - in our brews as well as our people. Combining the strength and scale of our global iconic brands with speed and agility, we're brewing a 'corporate start-up' mindset that's opening up new opportunities to flourish every day – both for our business and our people. At ekaterra, we work alongside people who put consumer love at the heart of every decision. Diverse minds who celebrate new ideas, share our values and the commitment we have for the wellbeing of all. In return, we create an environment that gives our people space and freedom, where they can grow as leaders. A connected community where ideas can thrive. Where you explore new challenges. Learning all you need to master your field, and even more about yourself. Be part of this amazing blend. Join our collective and help us grow a better world of wellbeing and a better you. ekaterra - Botanicals for a better world. For more information, visit: www.ekaterratea.com/

About Unilever

Unilever is one of the world's leading suppliers of fast moving consumer goods with operations in more than 100 countries and sales in 180. We have some of the world's best known and most trusted brands, with leadership positions in many of the home and personal care and food categories in which we compete. With products that are used over two billion times a day around the world, we work to create a



better future every day and help people feel good, look good and get more out of life with brands and services that are good for them and good for others. More than 167,000 people worldwide work for Unilever. For more information, visit www.unilever.com