**MOJO & MELO DESIGN BRIEF BACKGROUND INFORMATION**

Colours we like

Graphical user interface

Description automatically generated with medium confidence

Concepts we like

One brand colour at top of box like Selfridges

A picture containing text, indoor, shelf, several

Description automatically generated

Brands we like:

Good and proper: https://www.goodandpropertea.com/

<https://uk.yourtea.com/collections/1-week-programs>

https://drinkolipop.com/

<https://www.drunkelephant.co.uk/gb/en/>

**Competitors/relevant brands**

Nutratea

Pukka

Teapigs

Stuarts

<https://numitea.com/pure-ingredients/>

sama tea <https://www.samatea.com/>

joyo tea  <https://joyotea.com/>

prince and son

<https://omgteas.co.uk/>

<https://www.goldenmoontea.com/>

<https://www.teasetea.com/>

(<https://www.teaplusdrinks.com/collections/programmes> )

(<https://solarisbotanicals.com/pages/the-different-types-of-tea>) t2 <https://www.t2tea.com/>

**Others to look at**

<https://fix8.com/> gut health drinks

<https://www.innocentdrinks.co.uk/things-we-make/super-smoothies>

<https://jpsoriginals.com/collections/speciality-tea>

<https://bighearttea.com/collections/plastic-free-tea-bags/products/signature-tea-bundle>

<https://www.theteamakers.co.uk/products/peppermint-teabag-envelopes?variant=40380337946823>