



## **SANA TEA, A MOMENT OF WELLBEING IN THE TIME IT TAKES TO ENJOY A TEA BREAK**

From Ayurvedic infusions to the teas of Sri Lanka, from the delicate flavour of white tea to the strength of its black counterpart, pure or flavoured, teas can help us recall wonderful memories of travel. Tea encourages us to slow down and for this reason it is the ideal accompaniment at any time of day.

Teas and infusions that are perfect in every season, infusions suitable for consumers that are increasingly discerning about questions of flavour and health. The habit for consuming infusion-based drinks is experiencing constant growth in Italy (+16% in terms of value) and its success can be attributed to the products that are responding with greater and greater attention not only to a public in search of healthy and gratifying drinks, but also to proposals intended as an ideal accompaniment from breakfast time to after dinner.

**SANA – The international exhibition of organic and natural products** is dedicating particular attention to tea and infusions, proposing versatile products that are suitable both for consumption in the domestic context and away from home.

Herbal teas or special teas that offer “wellbeing and promote sustainability”. For some time now teas and infusions have been gaining traction in an increasingly young market, the average age of consumers – around 60% of them – is between 18 and 35. With the gradual abandonment of single-use bottles in favour of personal water bottles and thermos flasks, more and more people are preparing beverages at home. Infusions accompany break times at home or in the open air and can represent a green choice, perfect to carry with us at all times, while walking, at work or when studying.

From infusions that are good for us to those that make us feel good: this is not just a play on words, but rather a mood, a precise orientation at time when the word ‘wellbeing’ has taken on a broader meaning that it had previously. An increasing number of Italians are viewing prevention as a lifestyle choice. **SANA** represents a reference point in a sector experiencing continuous growth and that in the coming years promises double-digit growth.

This development is being observed with increasing interest both from final consumers, constantly seeking the latest developments in terms of healthy living, and the Ho.Re.Ca sector. In particular, structures like wellness centres and spas recognize teas and infusions as precious allies that can be matched perfectly and easily with all activities, from beauty treatments to sport.

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