

B2B Retail Partnership & Supermarket Listing Proposal

"Every Cup Tells a Story." | Commercial Distribution 2026-2027

1. Executive Summary & Brand Heritage

The Silver Tip Tea is an emerging premium tea and specialty retail brand dedicated to bringing authentic, garden-fresh flavors directly from the finest estates of Darjeeling and Assam to discerning consumer shelves. Rooted in traditional craftsmanship and rigorous quality standards, our product portfolio bridges timeless tea culture with modern retail packaging.

We are keen to partner with premier retail supermarket chains and hypermarkets to introduce our curated line of premium loose-leaf teas, specialty blends, and zero-oil healthy snacks to high-intent grocery shoppers looking for authentic, health-forward choices.

2. Product Portfolio & Retail Lineup

Our retail-ready SKUs are engineered for high shelf-turnover, eye-catching visual merchandising, and strong margin performance:

- **Assam CTC Strong Chai:** Rich, robust, and deeply satisfying everyday staple packed in tamper-evident, shelf-stable consumer pouches.
- **Authentic Darjeeling Leaf:** Single-origin first and second flush orthodox leaves appealing to gourmet tea connoisseurs.
- **Exotic Flavoured & Herbal Infusions:** Modern blends formulated for wellness-driven consumer segments.
- **Signature Zero-Oil & Oil-Free Healthy Snacks:**
 - *Roasted Multi-Seed Makhana:* Tossed in Himalayan pink salt and aromatic herbs without oil.
 - *Sprouted Grain & Herb Chaat Bites:* High-protein, nutrient-dense crunchy snack packs.
 - *Air-Fried Herb Roasted Chickpeas:* Guilt-free legume snacks offering high protein and exceptional shelf life.
- **Festive & Corporate Gifting Kits:** Premium packaged gift boxes designed to drive major seasonal sales spikes during festive quarters.

3. Category Management & Merchandising Support

To ensure a seamless retail launch and continuous sell-through, The Silver Tip Tea provides comprehensive partnership support:

- **Custom POS & Display Units:** Compact counter-top and floor-standing display units (FSDUs) optimized for high-traffic aisle ends.
- **Margin Structure:** Competitive retail margins structured to guarantee high return on inventory space (ROIS) for supermarket partners.
- **Promotional & Sampling Support:** Co-funded weekend tasting activations, digital shelf-talkers, and promotional leaflet features.

- **Supply Chain Reliability:** Robust inventory buffers and centralized fulfillment logistics to maintain 98%+ on-shelf availability and zero stock-outs.

4. Commercial Terms & Logistics Framework

Parameter	Proposed Commercial Standard
Order Fulfillment	Centralized warehouse dispatch with regional transit windows (3-5 business days).
Billing & Credit Terms	Standard net-30 or post-receipt settlement terms subject to agreement.
Compliance & Quality	100% FSSAI compliant, barcode-enabled (EAN/UPC), nutritional labeling, and GST transparent.
Returns & Defect Policy	Guaranteed replacement for transit damages or near-expiry stock as per retail standards.

5. Partnership Conclusion & Next Steps

Listing **The Silver Tip Tea** in your supermarket chain adds a high-margin, premium specialty category that attracts health-conscious urban shoppers and premium grocery buyers. We look forward to initiating a pilot placement across key regional stores.

Contact for Retail Procurement: The Silver Tip Tea Commercial Team

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"Every Cup Tells a Story." — Bringing authentic estate heritage straight to modern retail shelves.