



## Cotswold Tea - Case Study

Richard Davies  
Ludlow Castle Tearoom  
[www.ludlowcastle.com](http://www.ludlowcastle.com)

Ludlow Castle is one of the finest medieval castles in Britain, set in the heart of the Shropshire market town. It has recently opened a new tearoom, a key part of a £3million renovation project. The aim of this award-winning tearoom is to provide traditional food and drink to the highest standard, using top quality ingredients. “From the outset, we identified Cotswold Tea as a key element in achieving what we wanted”, says part-owner Richard Davies. “Testimony to the success of our partnership with Cotswold is the fact that we have been granted membership of the prestigious Tea Guild.”



Membership of the Tea Guild is strictly by invitation only and subject to an incognito tea inspector visit to assess each establishment and the quality of its tea. To see Ludlow Castle’s entry in the directory, visit [www.tea.co.uk/guildmembers.php](http://www.tea.co.uk/guildmembers.php)

Ludlow Castle tearoom serves a comprehensive selection of loose-leaf teas, all supplied exclusively by Cotswold Tea. Apart from in its herbal teas, tea bags are banned, as is ‘bog-standard tea’. “One of the key reasons people visit the tea room is the quality and range of teas that we serve”, comments Richard Davies. “We have also built up healthy additional sales of packets of tea, all supplied by Cotswold.”

“Cotswold Tea’s service is excellent, from easy ordering and reliable deliveries, to training support and new product development. Kay Healey from Cotswold visits us to provide valuable training for our staff and useful information that we can pass on to customers. Recently we have been receiving requests for decaffeinated tea and Cotswold Tea is in the process of sourcing suitable products for us. The direct relationship Cotswold Tea has with its tea planters allows it to provide this rounded service.”