



Press release

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Britain built on tea says new study

- **British builders drink over three million cups of tea a day**
- **It took approximately six million cups of tea to help build the new St Pancras International station**

Modern Britain is built on bricks, mortar and tea – that's the verdict of a new study released today which reveals that thirsty builders have drunk their way through approximately six million cups of tea during the build of the recently opened St Pancras International station.

The research which was specially commissioned to launch new tea brand Make Mine a Builders, also reveals that over seven in 10 (75 per cent) tea drinking builders believe that taking regular tea breaks makes them more productive at work.

The study canvassed over one hundred building companies* via an online poll with the Federation of Master Builders to reveal a series of compelling insights behind the nation's favourite drink.

The research team asked builders how often they took tea breaks and the average hours worked on projects ranging from a three bedroom house to large scale architectural icons to find just how much tea Britain's builders consume whilst on the job and how much tea it takes to complete a building project in 2007.

The survey reveals that during the build of a three bedroom house, a team of builders will drink their way through approximately 9,500 cups of tea³.

The results also highlighted that a good cuppa remains the favourite drink for British builders who take an average of four tea breaks a day. And not only do tea breaks make builders more productive, nearly seven in 10 (68 per cent) also found tea to have relaxing and stress relieving properties.

The majority (81 per cent) of builders polled also revealed that the daily tea ritual helped them bond with fellow workers and seven in 10 (70 per cent) believe that tea breaks provide the opportunity to make important decisions about work and keeps them focused on the job in hand.

And while coffee may be a popular drink amongst other professions, only eight per cent of builders would choose it over tea, and three quarters (75 per cent) of workers believe that tea is more refreshing than fizzy drinks, fruit juice and energy drinks.

The results also challenge the common belief that a builder's tea comes with milk and two sugars, with more than four in 10 (42 per cent) of workers revealing that they don't take sugar, compared to only 28 per cent who like two sugars or more.

Richard Gowar, Managing Director, Make Mine a Builders, said: "Tea has been the drink of choice for builders in the UK for many years, and as the survey results show it still plays an important role in the daily life of British builders today.

"Here at Make Mine a Builders, the only builder approved brew, it is great to know that we are keeping the tradition alive and that tea is helping to build some of Britain's most iconic buildings."

The study also reveals that the ancient art of making a good builder's cuppa is best practiced by young apprentices for whom tea making is the number one responsibility – young builders are often expected to know their team's preferences within the first day of work.

The Make Mine a Builders blend was selected by a panel of over 300 builders to ensure that the tea brings both refreshment and a satisfying tea break to the nation's workers.

Five things you may not know about tea*:

- 80% of office workers now claim they find out more about what's going on at work over a cup of tea than in any other way.
- 96% of all cups of tea drunk daily in the UK are brewed from tea bags
- The number of recommended cups of tea to drink each day is four, this gives you optimal benefit.
- Tea is a natural source of fluoride that can help protect against tooth decay and gum disease
- Tea breaks are a tradition that have been with us for approximately 200 years

* Facts provided by the United Kingdom Tea Council

Notes to editors:

¹To find how many cups of tea builders drink in one day, the following calculations were used:

1,137,000 full time construction workers employed in UK
 $1,137,000 \times 4$ cups of tea per day = 4,548,000 - one fifth of builders who say they don't drink tea = 3,638,400

² To find the number of cups of tea it has taken to build the new St Pancras International station:

15,000,000 man hours to build the new St Pancras station
 $15,000,000 / 8$ (average hours worked per day) = 1,875,000
 $1,875,000 \times 4$ cups of tea = 7,500,000
 $7,500,000 -$ one fifth of builders who say they don't drink tea at work = 6,000,000
Total: 6,000,000 cups of tea

³ To find the number of cups of tea it takes to build the average three bedroom house the following calculations were used:

An average of 14 builders (who drink an average of four cups of tea per day) are needed to build a three bedroom house
It takes approximately 168 days for a team of 14 builders to build a three bedroom house
 $14 \times 4 = 56$ cups per day
 56×168 days = 9,408

* The survey received individual responses from builders representing more than 100 building companies from across the UK

- The figures are based on the National Statistics report for Output and Employment in the Construction Industry: Second Quarter 2007
- Make Mine a Builders is available from selected Asda and Tesco stores throughout the UK priced at £1.69 for a box of 80 tea bags or visit www.makemineabuilders.com for stockist details.
- Make Mine a Builders is packed by members of the Ethical Tea Partnership. The Ethical Tea Partnership monitors living and working conditions on tea estates, with the aim of making sure that the tea you buy from the members of the Partnership has been produced in a socially responsible way.
- Make Mine a Builders are donating a percentage from every pack of tea sold; to a foundation set up with the Federation of Master Builders, to train and recruit Britain's next generation of builders.

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