

London based PR agency to market Kenyan tea

In a strategic bid to further enhance awareness on the distinct Kenyan tea attributes in the international markets, the Tea Board of Kenya (TBK) has retained Phipps PR, a food and drinks public relations agency to handle its publicity brief in the United Kingdom.

By [Carole Kimutai](#) 10 Aug 2011

The one year deal signed in London and witnessed by Agriculture Permanent Secretary Dr. Romano Kionr will now see Phipps PR, reputed as the UK's most influential food and drink publicity agency, handling TBK assignments in the lucrative UK market, which is also the third leading importer of Kenya tea.

Aimed at creating awareness

Speaking during the contract signing ceremony in London, Tea Board of Kenya, managing director, Sicily Kariuki, said Phipps PR, had been formally retained to enhance the visibility of Kenya Tea in the UK through sustained public relations activities in the UK tea market.

"As part of our organisational mandate and strategic brand marketing efforts, we have moved to retain Phipps PR to facilitate the laying of a solid foundation for Kenya tea brands in the United Kingdom," Kariuki explained. The appointment of the PR consultant is also geared at establishing a positive and credible reputation for Kenya tea among consumers in the UK market.

In executing the assignment, Phipps PR will work in close liaison with both the TBK and the Kenya High Commission in London. The agency has been charged with the responsibility to raise awareness, knowledge and interest on the distinctive attributes of Kenya Tea. The firm will also be expected to extend special focus to the unique attributes associated with Kenya tea backed with research studies and articles from the Tea Research Foundation of Kenya and any other credible source.

Phipps PR, headed by a veteran publicist Nicky Forrest, handles leading food and drinks brands including Sainsbury, Appletiser, Jordans Cereals, Adams Foods, Wines of Germany, Food and Drink Federation and British Onions among others.

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