



Claire Hall (Percy's-Tea)

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Claire's drinks business of Percy's is a story of Passion, Persistence and British blended in a bottle!

- Finalist for 'High Street Brands', 2010 with Jo Malone
- Finalist for 'tycoon,' 2007 with Peter Jones
- Finalist for most 'innovative product,' 2007

Sitting at her work desk in London during the summer of 2004, feeling unappreciated at the time she sat sipping a fruit tea. Claire felt healthier drinking a fruit tea rather than her normal tea with two heaped sugars. The fruit teas were light, tasty and refreshing to drink.

Suddenly she had a thought 'ummm this is nice... But, it would be so much nicer with little added special ingredient – Vodka!' (She really was working hard that day!) and so much different to the sweet and sickly drinks in the market.

From that point on Claire has not stopped investing any spare time she has into Percy's.

She went home that evening and tried to mix vodka with a fruit tea bag – It was not great! However, Claire knew there was potential from trying other iced tea drinks. Since October 2004 Claire's built her own recipe for alcoholic iced teas, done a lot of research and development.

With two flavours at the moment, She is currently working on others; they are unique in flavour and are made from her special recipe. Claire's aim is to have lots and lots of Percy's and Percy's will rule the world!

Claire's little Philosophy – *'There's always a way'!*

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