

BUILDERS PG-TIPS REVEALED

- *PG Tips is fuelling the building trade according to new research from RatedPeople.com*
 - *New formula reveals the 'perfect tradesman's tea'*

LONDON, FEBRUARY 2014. RatedPeople.com, the UK's biggest tradesmen recommendation website, who have 24,000 tradesmen on their database, have undertaken some new research to discover the formula for making the perfect cup of builder's brew. With over **40%** of the tradesmen community knocking back an average of 3 – 4 cups of tea a day, they are the true brew experts.

The research revealed that British people are a warm, loving nation, with over **75%** of UK homeowners welcoming tradesmen with a cup of tea on arrival. And not just any tea brand will do, when asked to name their favourite brand of tea; **PG Tips** came out on top (37%), followed by **Tetley** (33%) and **Yorkshire Tea** (23%).

RatedPeople.com also uncovered what the best biscuit is to accompany the perfect tradesman's tea. The mighty **Digestive Biscuit** wins their favour (25%), closely followed by the **Hob Nob** (20%) and the **Kit Kat** (19%).

And should a cup of tea not be available? In what could be considered as a modern trend, builders are opting for a latte (**29%**), or even a simple glass of water (**23%**).

The study identified the variables involved in making the ultimate cup of tea, from how many times it should be stirred and the teabag squeezed, to the number of sugars to reveal the miracle formula:

Squeeze teabag 1-2 times
+ A bit of milk, to medium colour
+ 1-2 tspns of sugar
+ stir 3/4 times

= THE PERFECT TRADESMAN'S TEA

Or in short, *Tea bag(1) + squeeze(1.5) + bt o'milk + sugar(1.5) + stir(3.5)* = The Perfect Tradesman's Tea.

Dene Workman, tradesman and member of RatedPeople.com commented:

"The results of this survey clearly show that we're a warm loving nation, with some friendly and caring customers out there. Being offered a cup of tea in someone's home signals a warm welcome, and acts as a great ice breaker. Everyone likes their tea differently, but the RatedPeople.com tea formula will keep tradesmen happy across the country!"

- ENDS -

About RatedPeople.com



RatedPeople.com is the UK's largest trade recommendation service that connects homeowners with over 24,000 quality, local tradesmen nationwide.

Homeowners who are in need of a tradesman can post jobs for free on RatedPeople.com and receive quotes from up to three interested tradesmen.

Only homeowners who have found their tradesman through RatedPeople.com can leave ratings, so they are always based on genuine experiences from previous customers. These ratings, based on quality, value and reliability, allow other homeowners to confidently hire a tradesman they can trust.

To date, over 1.4 million individual households have posted 2.3 million home improvement jobs on the RatedPeople.com website. Over 380,000 ratings have been provided by homeowners, helping other homeowners to hire the right person for the job.

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