

Lipton introduces two new product lines

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Lipton is reimagining the tea experience with two exciting new product lines designed to meet evolving consumer tastes, lifestyles, and wellness routines.

Kicking off the season, Lipton introduces its all-new Tea Concentrates, an innovative way to enjoy iced tea, launching exclusively at Walmart stores this July. Designed with convenience in mind, these concentrates deliver bold flavour in every pour, making them ideal for delicious hydration, mealtime pairings, or spontaneous get-togethers.

Available in three fresh-brewed varieties: Black Tea with Lemon, Green Tea with Lemonade, and Southern Sweet Black Tea - Lipton Tea Concentrates blend high-quality tea with vibrant flavour. Sold in 32 oz ready-to-mix containers, these fresh-brewed iced tea concentrates make enjoying tea quick, easy, and delicious. Just shake, pour, and mix with your favourite liquid like water, seltzer, lemonade or juice.

"Lipton Tea Concentrates offer a new take on the fresh-brewed iced tea experience - without the need to prep and with the freedom to customise every sip," said Alisa Geller, Lipton Brand Director. "We're excited to introduce this innovation with Walmart and provide busy consumers a convenient, high-quality option that caters to a variety of personal tastes and preferences."

With four feel-good flavours including Golden Chamomile, Peach Paradise, Smooth Mint, and Lemon Ginger Refresh, each variety is uniquely positioned to target moments of comfort and relaxation - morning, noon or night. The launch solidifies Lipton's presence as a brand that can be enjoyed at any time of the day with both caffeinated and new, naturally caffeine-free varieties.