Teapigs: The UK Whole Leaf Temple Bag Brand

From the teas.co.uk wiki

> **Teapigs, in summary:** Teapigs is the UK's biggest premium pyramid-bag brand: whole-leaf, Tata-owned since 2017. The range, the founding story, and how to buy across the brand.

Last reviewed by the teas.co.uk team in May 2026.

Teapigs is one of the better mid premium UK tea brands, temple bag whole leaf format, real ingredients (not flavourings), distinctive packaging. Launched 2006 with the mission of mainstreaming better quality tea. The brand sits between supermarket mass market (Yorkshire, Tetley) and specialty single origin (teas.co.uk, with friends Mei Leaf and Postcard Teas). The "see what's inside" temple bag became the brand identity.

Brand origins

Teapigs was founded in 2006 by Nick Kilby and Louise Cheadle, both ex Tetley. The mission: better tea in mainstream supermarket distribution. The brand position: premium quality at mid tier pricing.

Acquired by Tata Consumer Products (parent of Tetley) in 2017 but operates with its own identity and product range.

The temple bag format

Teapigs' signature is the "temple bag", plant-based mesh pyramid that:

- Lets whole leaves expand fully during brewing.
- Shows visible contents through the mesh (transparency).
- Is plant-based PLA, which Teapigs says goes in industrial composting.
- Brews more like loose leaf than typical paper tea bags.

This format is the brand's main differentiator from mass market British tea.

The product philosophy

- Whole leaf tea (not broken or fannings).

- Real ingredients (visible whole spices, fruit pieces, flowers).
- No artificial flavourings.
- Single origin where possible.
- Transparent packaging.

The Teapigs range

Black tea range

- Everyday Brew (English Breakfast).
- Darjeeling.
- Earl Grey Strong.
- Mao Feng (specialty Chinese green/black).
- English Tea Shop blends.

Green tea range

- Green Tea (pure).
- Green Tea with Mint.
- Green Tea with Peach.
- Genmaicha (popcorn tea).
- Matcha (powder).

Herbal range

- Chamomile.
- Chamomile and Manuka Honey.
- Lullaby (sleep blend).
- Pure Lemongrass.
- Sweet Ginger.
- Ginger and Manuka Honey.
- Fennel and Liquorice.
- Cleanse (citrus detox blend).
- Mao Feng.

Fruit and rooibos range

- Rooibos Crème Caramel.
- Honeybush and Rooibos.
- Strawberry and Juniper.
- Spiced Pear (seasonal).
- Spiced Winter Red (festive).

Chai range

- Chai (whole spice).
- Chocolate Flake (tea + cocoa).
- Chocolate and Mint (limited edition).

Quality positioning

Better than mass market

Teapigs is meaningfully better than Yorkshire Tea, Tetley, PG Tips for individual products, whole leaf format, real ingredients. But Teapigs is roughly 3-4x more expensive per bag.

Less premium than specialty

Teapigs is lighter on single origin specificity than teas.co.uk, with trade friends like Mei Leaf and Postcard Teas. Specialty brands command 2-3x Teapigs pricing.

The mid tier sweet spot

Teapigs hits the convenient sweet spot, better than supermarket quality, more affordable than specialty, available widely.

Where Teapigs is sold

- Waitrose (most comprehensive Teapigs range).
- Whole Foods.
- Sainsbury's selected branches.
- Holland & Barrett.
- Online specialty tea retailers.
- Direct from Teapigs website.

Pricing

Typical pricing:

- 15-bag pack: £4-5 (28-35p per bag).
- 50-bag pack: £10-13 (20-26p per bag).
- Specialty/premium: 35-45p per bag.

Roughly 3-4x mass market mainstream tea.

Sustainability

Teapigs is one of the more transparent UK tea brands on:

- Plant-based temple bags for industrial composting (the inner bag is soft plastic).

- Recycled / recyclable packaging.
- Direct sourcing relationships with growers.
- Some single origin transparency.

Best Teapigs products by use case

Daily everyday

Everyday Brew (their English Breakfast).

Afternoon refinement

Darjeeling, Earl Grey Strong.

Bedtime

Lullaby (chamomile + lavender + valerian).

Digestive

Fennel and Liquorice, Sweet Ginger.

Cold and flu

Ginger and Manuka Honey.

Summer iced

Green Tea with Peach (cold brewed).

Festive

Spiced Winter Red, Spiced Pear.

Dessert tea

Rooibos Crème Caramel, Chocolate Flake.

Caffeine free everyday

Honeybush and Rooibos.

Authentic chai

Teapigs Chai (whole spice).

Whole Teapigs range comparison

vs Pukka

Pukka focuses on wellness/herbal. Teapigs has broader range including specialty black and green. Both excellent, different focuses.

vs Twinings premium

Twinings premium (1706, etc.) is mainstream luxury. Teapigs is craft mid premium with whole leaf format.

vs Whittard

Whittard is premium retail brand with broader specialty range. Teapigs is mid tier supermarket.

vs Mei Leaf, Postcard Teas

Specialty single origin brands. Premium priced. Teapigs is the budget version.

Who Teapigs is for

- Drinkers stepping up from mainstream supermarket tea.
- Drinkers who want quality without specialty pricing.
- Whole leaf format appreciators.
- Variety seeking tea explorers.
- Gift recipients (the temple bag presentation is gift friendly).

FAQ

Where is Teapigs sold? Waitrose, Whole Foods, online specialty retailers.

How does it compare to supermarket tea? Better quality (whole leaf, real ingredients), 3-4x more expensive.

Best Teapigs product? Everyday Brew for mainstream black; Lullaby for bedtime; Ginger Manuka Honey for a warming cup.

Vegan? Most products are vegan; honey containing products are not.

Sustainable? Plant-based temple bags; transparent sourcing.

Curator's note: Teapigs is one of the better mid premium UK tea brands. Whole leaf temple bags, real ingredients, broad range. Worth keeping multiple Teapigs products in the cupboard for variety. Lee, teas.co.uk, Tunbridge Wells.

In short: Teapigs as a brand

Field	Detail
Founded	2006 by Nick Kilby and Louise Cheadle (ex-Tetley colleagues)
Owner	Tata Consumer Products (acquired 2017)
Range	50+ blends across black, green, white, herbal, fruit infusion, matcha
Signature format	Whole-leaf "tea temple" pyramid bags
UK availability	Most supermarkets, John Lewis food halls, independent shops, online direct
Price tier	Premium teabag (double the supermarket-own-label price)

What to buy now

For the brand introduction, start with Teapigs English Breakfast for the everyday upgrade from supermarket teabags, Teapigs Chamomile for the herbal benchmark, and Teapigs Darjeeling single origin for the premium pyramid showcase. Layer with the seasonal blends (Christmas, Easter, summer iced) for variation across the year.

Stock up via the Teapigs range.

FROM THE CURATOR

teas · Freshness beats provenance for most drinkers. Buy a smaller bag more often.

Teapigs reading

For competitive context see the Yorkshire Tea, Twinings, and Pukka deep dives. For format context see the pyramid teabags piece and the teabag vs loose leaf guide. For specific Teapigs blend reviews see the brand's product-page collection across this wiki.

More from the tea wiki

- Green tea
- Black tea
- Oolong tea
- White tea
- Herbal tea
- Caffeine in tea
- How to make tea properly
- Loose leaf vs teabag

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