True English Tea (T.E.T.): The UK Heritage Brand

From the teas.co.uk wiki

> **True English Tea, in summary:** True English Tea is a quietly-credible premium UK heritage brand competing with Fortnum, Twinings and Whittard. The range, the position, and what to buy.

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

True English Tea (TET) is a British heritage tea brand that's largely under the radar in mainstream UK retail. Specialises in traditional English style tea blends, often appearing in hotels, restaurants, and specialty retail. Worth knowing about for tea enthusiasts seeking quality beyond Big Three mainstream brands.

Brand background

TET (True English Tea) is a British tea brand emphasising heritage English style tea blends. The brand sits in a specialty mid tier position, better quality than mass market mainstream, more affordable than premium specialty.

The range

Black tea range

- English Breakfast.
- Earl Grey.
- English Afternoon.
- Single origin Indian and Ceylon blends.

Green tea range

- Pure green tea.
- Flavoured green tea variants.

Herbal range

- Various herbal blends.
- Specialty fruit infusions.

Where TET appears

- UK boutique hotels.
- Restaurant tea programmes.
- Specialty tea shops.
- Selected supermarket fine food sections.
- Direct via TET website.

Quality positioning

TET aims for:

- Better leaf grade than mass market.
- Heritage English style blending.
- Hospitality trade reliability.
- Mid premium pricing.

Compared to mainstream brands

vs Yorkshire Tea / Tetley / PG Tips

TET is more refined, slightly more premium priced.

vs Twinings English Breakfast

Comparable mainstream premium positioning. TET has more heritage focus.

vs Whittard

Whittard is broader distributed; TET is more specialty niche.

vs specialty single origin (teas.co.uk, with friends Mei Leaf and Postcard Teas)

Specialty boutique brands are more single origin focused. TET is heritage blend focused.

Typical TET customer

- Boutique hotel guests.
- Tea enthusiasts seeking variety beyond Big Three.
- Tourists wanting "proper English tea" experience.
- Hospitality industry buyers.

Caffeine

Standard for tea type, 40-50mg per cup for black tea.

Vegan

Most products yes; check specific labels.

Pricing

Mid tier specialty, typically 10-20p per bag depending on product.

FAQ

Where to buy? UK boutique hotels, specialty tea shops, direct from brand.

Quality? Mid premium tier; better than mass market.

Comparison to Twinings? Similar tier; TET more heritage focused.

Vegan? Most products yes.

Typical setting? Boutique hospitality and specialty retail.

Curator's note: True English Tea is one of the under the radar British tea brands. Worth seeking out for variety beyond mainstream Big Three. Lee, teas.co.uk, Tunbridge Wells.

Quick reference: True English Tea (T.E.T.)

Field	Detail
Brand	True English Tea Ltd (T.E.T.); UK heritage premium tea brand
Range	English Breakfast, Earl Grey, Afternoon, Royal Wedding, Christmas Spice, single-origin specialty
Format	Premium loose-leaf tins and string-and-tag pyramid bags
Cup character	Properly British-traditional: malty Assam-led blends, refined Earl Grey, no novelty flavours
UK availability	Specialist tea retailers, gift shops, hotel-and-restaurant supply, direct online
Best for	Gift-giving, formal afternoon tea service, hotel-quality everyday cup, traditional drinkers

What to buy now

For the brand introduction, start with T.E.T. English Breakfast (the brand's benchmark; properly malty Assam-led) and T.E.T. Earl Grey (with proper bergamot oil rather than synthetic flavouring). Add the T.E.T. Afternoon blend for the lighter-cup variant. For comparison shop, the mainstream-supermarket equivalents are Twinings English Breakfast and Fortnum & Mason teas; T.E.T. sits between in both price and ambition.

Reference noted

- EFSA Scientific Opinion on the Safety of Caffeine (2015)

FROM THE CURATOR

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Heritage tea reading

For the wider UK premium-tea context see the Twinings deep dive, the Fortnum & Mason overview, and the Whittard of Chelsea piece. For tea-family context see the English Breakfast guide, the Earl Grey piece, and the traditional breakfast blends overview. For brewing technique see the how to brew black tea guide.

More from the tea wiki

- Green tea
- Black tea
- Oolong tea
- White tea
- Herbal tea
- Caffeine in tea
- How to make tea properly
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