Twinings: Tea Range and Buying Guide

From the teas.co.uk wiki

> **Twinings, in summary:** Britain's oldest continuously trading tea brand, founded 1706. A mainstream premium name with a broad range across black, green, herbal, functional and fruit teas. History, range, pricing and how to brew below.

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

Twinings is the world's oldest continuously trading tea brand, founded 1706 in London by Thomas Twining. It made tea drinking respectable in Britain, popularised Earl Grey, and remains globally recognisable. The range covers everyday black tea, single origin specialities, herbal blends, functional Superblends, fruit infusions, Cold Infuse, and flavoured teas themed on desserts. Mid-tier mainstream-premium positioning.

The brand history

Founded 1706 by Thomas Twining as Tom's Coffee House, pivoting to tea by 1717. The original 216 Strand London location is still operating, and the brand was acquired by Associated British Foods in 1964. More on Twinings history.

The product range

Black tea

English Breakfast, Earl Grey, Lady Grey, Darjeeling, Assam, Ceylon, 1706 premium. Standard mainstream-premium British black tea.

Green tea

Pure Green, flavoured green teas (lemon, mint, jasmine, mango, peach, etc.), Bioblends premium green.

Herbal range

Pure Camomile, Pure Peppermint, Pure Fennel, Lemon & Ginger, plus extensive flavoured herbal blends.

Wellness range

Defence, Twinings Calm, Sleep (Passionflower and Valerian versions), Twinings Focus, Revitalise, Glow, Quiet Mind, Sweet Dreams and a fennel and green tea blend.

Fruit infusions

Numerous berry blends, peach, mango, citrus combinations.

Cold Infuse range

Designed for cold water brewing, Mango & Strawberry, Watermelon & Mint, Apple & Elderflower, Peach Cooler, etc.

Indulgence range

Dessert themed flavoured black tea, Lemon Drizzle Cake, Sticky Toffee Pudding, etc.

Bioblends premium

A mid premium tier of functional blends.

Quality positioning

Twinings sits in the mainstream-premium tier, better quality than the mass-market workhorses (Yorkshire, Tetley, PG Tips) but more accessible than specialty single origin (teas.co.uk, with friends Mei Leaf and Postcard Teas).

Pricing

Typically 5-15p per bag depending on product; premium ranges (1706, Bioblends) at 15-25p per bag.

Where Twinings is sold

- Every UK supermarket.
- The Twinings Strand shop, London.
- Direct via the Twinings website.
- Specialty fine-food retailers.
- Global distribution.

Best Twinings products by use case

Daily morning

English Breakfast (mainstream); 1706 (premium).

Afternoon tea

Earl Grey (the classic); Lady Grey (lighter); Darjeeling.

Evening

Sleep (Valerian); Pure Camomile; Quiet Mind.

Warming

Lemon and Ginger; Spiced Ginger.

Daily green tea

Pure Green Tea; Lemon Green; Jasmine Green.

Daytime lift

Focus; Revitalise.

Summer iced

Cold Infuse range; Peach Cooler; fruit infusions.

Festive

Christmas range, Spiced Ginger, Orange & Cinnamon.

Variety

Wellbeing Collection; Fruits Mix.

The Royal Warrant

Twinings has held a continuous Royal Warrant from the British monarchy since 1837, when Queen Victoria granted the first. A Warrant goes to suppliers who have served the royal household for at least five years; it is reviewed every five years and can be revoked, so it is a real legal endorsement rather than a marketing line, though the specific cup served at the palace is not made public. It signals long-running supply and prestige more than current cup quality.

The Strand shop

216 Strand, London: the original 1706 location, still a working tea shop and small museum, and worth a visit for the history. It stocks limited editions not sold elsewhere.

Sustainability

Twinings runs its sustainability work under the Sourced With Care programme, with partnerships in origin communities across Kenya, India, China, Sri Lanka and Argentina (women's empowerment, water access, farmer training), and it is a member of the Ethical Tea Partnership. Some, though not all, lines are Rainforest Alliance certified, shown on individual pack labelling. For drinkers who want organic or Fairtrade across the whole range, Twinings is not the strongest pick: Pukka (organic, Fair for Life) or Clipper (organic and Fairtrade across much of its range) go further. Twinings' position is credible but not leading, which fits its scale and mainstream-premium tier.

Why Twinings works

Twinings' position rests on three things: over 300 years of continuous trading from one Strand address, a Royal Warrant held since 1837, and a range broad enough to cover most British tea moments without crossing into boutique single-estate territory. It reads as premium but accessible, one tier above PG Tips and Tetley on the shelf without reaching Fortnum & Mason. The real value is consistency: a Twinings English Breakfast bought in Glasgow tastes essentially the same as one in Brighton, year after year, and

that blending consistency is what most drinkers are paying the modest premium for.

How to brew Twinings well

Black blends (English Breakfast, Earl Grey, Everyday): just-off-boil water, 3-4 minutes, one bag per mug, fresh cold water in the kettle. Green variants: 75-80C, 2-3 minutes, since boiling water makes green tea bitter. Herbal and fruit infusions: full boil, 5-8 minutes, and the valerian or chamomile blends want the longer end to draw out their character.

FAQ

When was Twinings founded? 1706.

Original location? 216 Strand, London.

Owner? Associated British Foods since 1964.

Quality tier? Mainstream premium.

Best products? English Breakfast; Earl Grey; Pure Camomile; Sleep; Lemon & Ginger.

What you need to know: Twinings

Field	Detail
Founded	1706 by Thomas Twining at 216 Strand, London (still operating today)
Headquarters	Andover, Hampshire (parent: Associated British Foods plc)
Royal Warrant	Continuous warrant from the British monarchy since 1837 (Queen Victoria)
Range size	200+ blends across black, green, herbal, fruit, functional and decaf categories
Flagship lines	English Breakfast, Earl Grey, Lady Grey, Everyday, Superblends (Sleep, Twinings Calm, Defence)
Quality tier	Mainstream premium; positioned above PG Tips/Tetley, below specialty boutique
UK availability	Every major supermarket, Twinings.co.uk direct, 216 Strand flagship
UK price range	£2.50 to £6.00 per 50-bag box depending on blend; per-cup roughly 5-15p

Curator's note: Twinings is the world's oldest continuously trading tea brand. Mainstream premium positioning; broad range; reliable quality. The Earl Grey alone justifies the brand's place in any British tea cupboard. Lee, teas.co.uk, Tunbridge Wells.

FROM THE CURATOR

teas · If a Twinings tea here appeals, buy one box and try it. With Twinings, one cup of the real thing beats twenty articles.

Tea reading

For category context see the black tea fundamentals, the Earl Grey guide, and the English Breakfast guide. For a competitor see the Yorkshire Tea wiki.

The bottom line on Twinings

The dependable mainstream-premium British tea brand: broad range, consistent cup, accessible pricing, and real Royal Warrant heritage. Worth keeping as the household everyday, and for sampling categories like functional blends and fruit infusions. Not the pick for specialty single-estate drinking; for that, look to independent specialty merchants.

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

Earn rewards on teas.co.uk

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



teas.co.uk · Tunbridge Wells, Kent · hello@teas.co.uk · 3-click cancel at teas.co.uk/cancel/