Typhoo

From the teas.co.uk wiki

> **Typhoo, in summary:** One of Britain's oldest tea brands (1903, Birmingham), now a value-tier everyday black tea. This page is the practical companion: which pack to buy, how to brew it, and hard-water tips.

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

Typhoo is one of Britain's oldest tea brands, founded 1903 in Birmingham. Once dominant, it now sits behind the Big Three (Yorkshire, Tetley, PG Tips) as a heritage brand with a loyal following, widely available in UK supermarkets at value pricing.

The brand history

Founding (1903)

John Sumner founded Typhoo in Birmingham. The name comes from a Chinese word, and the brand's original early-1900s marketing made claims it long ago dropped.

Early 20th century

Typhoo grew into one of Britain's largest tea brands, marketed heavily on purity in its early decades.

Mid to late 20th century

Continued success, but it gradually lost ground to newer entrants and the Big Three.

Modern era

A smaller market share now, but a persistent presence. Owned by the Apeejay Surrendra Group from 2005, then acquired by Supreme Imports in 2024.

The product range

- Typhoo Original (English Breakfast).
- Typhoo Decaf.
- Typhoo Earl Grey.
- Some herbal range.

A smaller range than the Big Three brands.

How it tastes

Standard British black tea: strong, malty, milk-friendly. A slightly different character to the Big Three, which loyalists can pick out. Curator Rating: 4.9/5.

Pricing

Value tier, typically 4-7p per cup, one of the cheapest mainstream tea brands.

Compared to the Big Three

vs Yorkshire Tea

Yorkshire is fuller-bodied; Typhoo simpler.

vs Tetley

Comparable mainstream tier.

vs PG Tips

PG Tips is brisker; Typhoo is similar in character.

FAQ

Founded? 1903, in Birmingham.

Owner? Supreme Imports (from 2024; previously Apeejay Surrendra from 2005).

Quality? Standard British black tea.

Cheaper than the Big Three? Often, yes.

Where to buy? UK supermarkets.

In short: Typhoo (practical buying & brewing)

Field	Detail
Best everyday pick	Typhoo One 80-bag, the original recipe at value pricing
Brewing time	1-2 min for brisk, 3-4 min for full-strength
Best water	95-100C just-off-boil, freshly drawn cold tap water
Milk profile	Strong, accepts generous splash without going muddy
Hard water	Holds up well in hard-water areas; less affected than delicate Ceylon or Darjeeling
Pack scale value	240-bag mega-box drops cost to roughly 2-3p per cup; 80-bag to 3-5p; 40-bag to 5-7p
Best for	Daily strong milky brew, builder's tea, hard-water households, large families
UK price	£2.00 to £3.50 per 80-bag box; per cup roughly 3-5p

Why this Typhoo guide focuses on brewing

This page is the practical companion to the Typhoo Tea brand wiki. Where that page covers heritage, ownership history and the full range, this one is about what you actually do with a Typhoo box in the kitchen: which variant to buy for which household, how to brew it for different cup styles, and the small adjustments that turn a basic Typhoo cup into a really good one.

Typhoo lives at the value end of the shelf, but value-tier does not mean a poor cup. With the right water temperature, steep time and milk ratio, a Typhoo brew stands up well against its peers at the same price (PG Tips Original, Tetley Original) and beats own-label CTC by a clear margin. The cup quality is in the technique as much as the leaf.

How to brew Typhoo well

For a quick brisk morning cup: kettle to full boil, pour over the bag in the mug, leave for 90 seconds, give the bag two firm presses against the side, lift out, add milk. Total time under two minutes, for the classic Typhoo morning cup: bright, strong-coloured, milk-friendly, no bitterness.

For a stronger evening or works-mug brew: 3-4 minutes total without the early press. The extra time pulls more body and a deeper colour, useful if you take less milk or want a stronger pull through whole milk.

For a softer, less astringent cup: use water at about 90C rather than 100C (boil, then let it cool slightly and check with a thermometer before pouring). This helps in hard-water areas where boiling-fresh water can push the tannin too far. The cup is lighter in colour but smoother on the palate.

Making a strong cup in hard water

Hard water (Kent, much of southern England, parts of East Anglia) flattens delicate aromatics and can leave a film on the cup. Typhoo copes better than most premium teas because the CTC leaf grade is sturdy enough to brew strong despite the minerals. For the best results: use freshly drawn cold tap water (not refilled hot), boil hard, brew 2-3 minutes, and consider a basic filter jug if the cup tastes mineral or chalky. Bottled water is not the answer, its mineral content is sometimes higher than tap.

Curator's note: Typhoo is a heritage British tea brand. Smaller market share now but still widely available and reliable. Worth knowing about. Lee, teas.co.uk, Tunbridge Wells.

FROM THE CURATOR

teas · With Typhoo, the cost per cup is the figure to watch. Loose leaf tends to win, though a big Typhoo box can compete.

Tea reading

For brand and heritage context see the Typhoo Tea brand wiki. For category context see the black tea fundamentals and the builder's brew tradition. For peers see the PG Tips and Tetley pages.

The bottom line on Typhoo

A dependable value-tier daily drinker that rewards small adjustments in brewing technique. Worth keeping as the household everyday at the largest pack size your storage allows; per cup, the mega box is really competitive. Pair with full-fat milk and one sugar for the classic strong builder's brew.

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