Yogi Tea: UK Range and Pukka Comparison

From the teas.co.uk wiki

> **Yogi Tea, in summary:** Yogi Tea brand reviewed: US-founded Ayurvedic wellness tea brand, multi-herb spice-warm signature, UK range and prices, Pukka comparison.

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

Yogi Tea is a German American organic wellness tea brand, broad range of Ayurvedic inspired herbal blends, all certified organic. Cult following in UK health conscious markets. More spice forward than typical British wellness teas. Available at Holland & Barrett, Whole Foods, online specialty.

Brand history

Yogi Tea was founded in the USA in 1984 with Ayurvedic inspired blends. German production for European markets. Strong commitment to organic certification and Ayurvedic tradition.

Ownership and the Yogi Bhajan legacy

Yogi Tea grew out of a spiced tea served at Yogi Bhajan's Kundalini yoga classes in the US from the late 1960s, packaged commercially from 1984. The brand is now owned by the Hain Celestial Group, though the Yogi line is run as a distinct brand with its own product development. The Bhajan legacy is complicated: post-2020 reporting raised concerns about historic allegations within the Kundalini Yoga community he led, and the brand has since distanced itself from active reference to his teachings. The formulations and the daily-wellness positioning continue; the explicit Bhajan branding has softened. For most drinkers this is background context rather than an active concern.

The product range

Extensive, covering:

- Bedtime / Sleep blends.
- Detox.
- Immune Support.
- Throat Comfort.

- Stomach Ease.
- Classic Chai.
- Turmeric Chai.
- Ashwagandha Balance.
- Various adaptogen and wellness blends.
- Single herb teas (Pure Licorice, Rose, Ginger Lemon).

Quality positioning

Premium tier organic wellness. More expensive than mainstream British tea; comparable to Pukka tier.

The "spicier" character

Yogi blends tend to use more cardamom, cinnamon, ginger, cloves than British equivalents. Distinctively warming.

Best Yogi products by use case

- **Bedtime:** Bedtime Tea (cinnamon spiced sleep).
- **Cold/flu:** Throat Comfort, Immune Support.
- **Digestion:** Stomach Ease.
- **Turmeric:** Turmeric Chai.
- **Daily wellness:** Classic Chai, Ginger Lemon.
- **Sweet/throat:** Pure Licorice.

Yogi vs Pukka

Both organic wellness brands at the same price tier. Pukka is British (Bristol based, founded 2002, now owned by Unilever). Yogi is German American (founded California 1984, European production in Hamburg). Yogi tends to be more spice forward and Ayurvedic; Pukka leans European floral and herbal medicinal. Yogi runs around 24-35p per cup; Pukka around 18-25p for comparable picks. Different houses, similar quality; many UK households keep both in rotation.

The packaging quotes

Every Yogi tea bag's tag carries a different inspirational or philosophical quote, drawn from the founder's Sikh yogic background. Drinkers either love this (a daily small moment of reflection) or roll their eyes at it (wellness branding pushed too far). Either reaction is valid; the tea works regardless.

Where to buy

Holland & Barrett (the most common UK stockist), Whole Foods Market, independent health food shops, online specialty retailers, and the health food sections of selected Waitrose, Tesco, and Sainsbury's branches. Not stocked in mainstream supermarket tea aisles. Yogi's own UK website also ships direct.

Pricing

Premium tier, typically 15-25p per bag at 17-bag pack pricing. Roughly 2-3x mainstream UK herbal prices. The organic certification, whole spice formulation, and import logistics from Hamburg drive the premium.

Storage

Airtight tin away from light and the spice cupboard. Spice heavy Yogi blends (chai, ginger, turmeric variants) hold up well for 12-18 months opened; the more delicate floral blends (rose, bedtime) fade somewhat faster.

Multi herb formulation principle

Yogi's house style is multi herb synergistic blends rather than single herb purity. Each tea typically contains 6-12 ingredients designed to support each other; single herb teas (Yogi Pure Licorice is the exception) are rare in the range. Tea strength delivery is meaningfully weaker than supplement strength regardless of formulation, treat all Yogi blends as pleasant flavour vehicles for modest active herb doses.

FAQ

Brand origin? US founded 1984; European production in Hamburg.

Organic? Yes, fully certified across the range.

Where to buy? Holland & Barrett, Whole Foods, specialty retailers.

Best products? Bedtime, Throat Comfort, Classic Chai, Stomach Ease.

vs Pukka? More spice forward and Ayurvedic; comparable quality and price tier.

Curator's note: Yogi Tea is a premium organic wellness brand with cult UK following. Spicier than British equivalents. Worth keeping for variety. Lee, teas.co.uk, Tunbridge Wells.

Quick reference: Yogi Tea

Field	Detail
Founded	1984 in Eugene, Oregon, USA by Yogi Bhajan (Ayurvedic teacher); now owned by Hain Celestial
Type	Multi-herb organic wellness tea brand with Ayurvedic-positioned blends
Range size	40+ blends across sleep, energy, digestion, immune, women's health, and seasonal categories
Flagship lines	Bedtime, Stomach Ease, Detox, Ginger Lemon, Echinacea Immune Support, Ashwagandha Balance
Certifications	USDA Organic, Non-GMO Project Verified, Fair Trade Certified (most lines), Gluten-Free, Kosher
Cup style	Multi-herb (8-12 ingredients typical), spice-warm, distinctive Yogi house flavour profile across the range
UK availability	Holland & Barrett, Whole Foods, Planet Organic, Ocado, Amazon UK

Field	Detail
UK price range	£4 to £6 per 17-bag pack (24-35p per cup); higher than UK-organic Pukka due to US import

Reference noted

- Soil Association organic standards

FROM THE CURATOR

teas · Drink what you like, not what the shelf says you should. Curiosity is the only reliable guide.

Yogi range reading

For product picks see Yogi Bedtime, Yogi Stomach Ease, Yogi Detox, Yogi Ginger Lemon, Yogi Throat Comfort, Yogi Immune Support, Yogi Ashwagandha Balance, and Yogi Rose. For the UK competitor see the Pukka Herbs brand wiki. For category context see the wellness tea overview and the herbal tea fundamentals.

The bottom line on Yogi Tea

A credible premium-organic wellness tea brand with extensive range, distinctive spice-warm house flavour, and strong organic certification. Worth keeping in the cupboard for specific wellness moments (sleep, digestion, throat support, cold-season hydration). Per-cup cost is consistently higher than UK-organic Pukka due to US import; if cost matters, compare Pukka equivalents first. For specific Ayurvedic herb tradition or for the spice-warm flavour palette, Yogi is the right pick.

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