Yorkshire Toast & Jam (Discontinued)

From the teas.co.uk wiki

> **Yorkshire Toast & Jam, in summary:** Yorkshire Toast & Jam: what it was, what we know about where it went, and what to drink instead from the Yorkshire range.

Last reviewed by the teas.co.uk team in March 2026. Status checked again on 18 September 2026.

Yorkshire Tea Toast and Jam (currently unavailable) was a flavoured Yorkshire Tea blend, black tea with toast and strawberry jam character. It is out of stock here with no restock date, and Yorkshire Tea's own page for it now points to their Cherry Bakewell Brew. Closest current alternatives: Cherry Bakewell Brew and Biscuit Brew.

The product (when available)

Yorkshire Tea base with malted toast and strawberry jam character; a sweet-fruit top over the familiar Yorkshire body.

What we know

Yorkshire Tea hasn't published a reason, and we won't guess one. What we can see: their Toast & Jam Brew page now redirects to their Cherry Bakewell Brew (checked 18 September 2026), and we can't get stock, so it is unavailable here with no restock date.

Where to find

- eBay UK (search by exact product name).
- Amazon Marketplace third party sellers.
- Old stock at specialty retailers.

Check the best-before date on any old stock you find.

Closest current alternative

Yorkshire Tea Cherry Bakewell Brew is where Yorkshire Tea now points its old Toast & Jam page, and is the nearest jammy flavour. Yorkshire Biscuit Brew keeps the biscuit-and-tea character in the same flavoured-Yorkshire concept. For a decaf flavoured option there is Yorkshire Bedtime Brew (decaf black tea

with lemon balm, lemongrass, nutmeg and vanilla; decaf still has a little caffeine). Neither is a like-for-like jam flavour, but both scratch the same comfort-flavoured-Yorkshire itch.

FAQ

Discontinued? Yorkshire Tea no longer lists it: its old page now redirects to Cherry Bakewell Brew. They haven't said why.

Where to find? eBay; old stock from specialty retailers.

Closest alternative? Yorkshire Cherry Bakewell Brew or Biscuit Brew.

Will it return? Yorkshire Tea hasn't said; check with them directly.

Pairings

- Buttered toast (the obvious one).
- Scone with jam and cream.
- British biscuits (Digestives, Rich Tea).
- Victoria sponge or fruit cake.

The essentials: Yorkshire Toast & Jam (discontinued)

Field	Detail
Brand	Yorkshire Tea (Bettys & Taylors of Harrogate)
Status	No longer listed by Yorkshire Tea (its page redirects to Cherry Bakewell Brew, checked 18 September 2026); out of stock at teas.co.uk
Type	Yorkshire Tea base with toast and jam flavouring; positioned as breakfast-in-a-cup novelty
Flavouring	Strawberry jam and bread-toast notes; sweet-fruit top with warm toast undertone
Caffeine	Caffeinated (black tea base); the amount varies with the bag and the brew
Cup character (recalled)	Yorkshire body with strong sweet-fruit top from jam flavouring; divisive flavour
Where it sat	Alongside Yorkshire Biscuit Brew as part of Bettys & Taylors' flavoured-novelty range
Reason it ended	Not published by Yorkshire Tea

Curator's note: discontinued tea is part of mass market retail. Yorkshire Toast and Jam is a casualty of portfolio decisions. Closest current alternative is Biscuit Brew. Lee, teas.co.uk, Tunbridge Wells.

FROM THE CURATOR

teas · Buy on the cup, not on the label. The wider shelf is there for when you know what you like.

Tea reading

For brand context see the Yorkshire Tea brand wiki. For sister flavoured variants see the Yorkshire Biscuit Brew and the Yorkshire Bedtime Brew. For category context see the black tea fundamentals.

The bottom line on Yorkshire Toast & Jam

A Yorkshire Tea flavoured brew that Yorkshire Tea no longer lists and that is out of stock here, with no restock date and no published reason. If you miss the flavour, Cherry Bakewell Brew is the nearest jammy cup and Biscuit Brew the nearest comfort cup; specialty dessert-tea merchants may have something close.

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