Yorkshire Tea: Range and Buying Guide

From the teas.co.uk wiki

> **Yorkshire Tea, in summary:** Yorkshire Tea brand reviewed: 1886 family-owned Harrogate heritage, the UK's most-loved tea brand, full range and UK price guide.

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

Yorkshire Tea is Britain's most loved tea brand by survey, launched 1977 by Taylors of Harrogate, became dominant within decades. Distinctive fuller bodied character; family friendly advertising; Northern English identity. Available in standard, Hard Water, Decaf, Gold, and various flavoured limited editions. Foundational to British everyday tea drinking.

Brand history

Yorkshire Tea was launched in 1977 by Taylors of Harrogate, Yorkshire based tea blender. Taylors had been blending tea since 1886; Yorkshire Tea became their flagship.

Within decades, Yorkshire Tea overtook older brands (Tetley, PG Tips, Typhoo) to become Britain's most loved tea by survey.

Family ownership

Yorkshire Tea is part of Bettys & Taylors of Harrogate, family-owned and independent since Charles Edward Taylor founded it in 1886. The Taylor family still owns the business, which is genuinely unusual at this scale (Twinings is owned by Associated British Foods, PG Tips by Lipton, Tetley by Tata Group). That independence has supported patient, long-term decisions like the Yorkshire-water regional variant and the slow-burn flavoured-tea programme. The Bettys side runs the Bettys Cafe Tea Rooms in Harrogate, York, Ilkley, Northallerton and Stonegate, a direct retail face that supermarket-only rivals lack.

The product range

Yorkshire Tea Original

The flagship. Strong, malty, milk friendly.

Yorkshire Tea Hard Water

Specifically engineered for hard water UK regions (London, South, East England).

Yorkshire Tea Gold

Premium tier with higher grade leaf.

Yorkshire Tea Decaf

Decaffeinated version.

Yorkshire Tea Loose Leaf

Bulk loose leaf for pot brewing.

Yorkshire Tea Bedtime Brew

Decaf with vanilla and nutmeg.

Yorkshire Tea Biscuit Brew

Biscuit flavoured black tea.

Limited editions

Various seasonal and special edition products (Toast and Jam, discontinued; others rotate).

How Yorkshire Tea tastes

Distinctive fuller body than Tetley or PG Tips. Slightly maltier. Smoother. Holds up to milk and sugar exceptionally. Curator Rating: 4.9/5.

The "most loved" claim

Yorkshire Tea regularly tops UK tea brand surveys (YouGov, Mintel and trade titles across 2015-2025). The surveys measure brand affection rather than raw volume; PG Tips and Tetley still lead on some volume metrics, but Yorkshire wins on consumer affection. The fuller bodied character, family friendly advertising and Northern English identity combination produces strong brand loyalty.

Pricing

Mainstream premium tier, typically 5-7p per cup at 240-bag pack. Slightly premium vs Tetley / PG Tips. Yorkshire Gold sits at £4-£5 per 40-bag pack (10-13p per cup) as the premium step.

Where Yorkshire Tea is sold

- Every UK supermarket.
- Yorkshire Tea direct.
- Online retailers.
- Global distribution.

The Northern English identity

Yorkshire Tea is associated with Northern English values, strong, no nonsense, family oriented. The advertising (especially the cricket themed and Where Everybody Knows Your Name campaigns) reinforces this.

Sustainability

Taylors of Harrogate has commitments to:

- Plant based tea bags (no plastic).
- Sustainable sourcing.
- Rainforest Alliance partnership.
- Carbon reduction targets.

Caffeine

40-50mg per cup standard; 50-60mg Hard Water.

Vegan

Yes (with plant milk).

Compared to other Big Three

vs Tetley

Yorkshire fuller bodied; Tetley brisker.

vs PG Tips

Yorkshire smoother; PG Tips more tannic.

vs Twinings English Breakfast

Yorkshire is mainstream premium; Twinings is mainstream premium with more refined character.

FAQ

Founded? Taylors of Harrogate since 1886; the Yorkshire Tea brand launched 1977.

Most loved British tea? Yes, by survey.

Best variant? Original for daily; Hard Water for South/East UK; Gold for premium.

Caffeine? 40-50mg.

Vegan? Yes.

Daily routine context

Yorkshire Tea is the household standby. Most British tea drinkers who keep Yorkshire keep it for the morning mug and the afternoon catch up. It is the no nonsense default; the special occasion teas (Twinings Earl Grey, Teapigs, herbal blends) sit alongside it in the cupboard rather than displacing it.

Buying and storage

Sold in 80-bag, 160-bag, and 240-bag boxes; loose leaf in 250g and 500g packs. The 240-bag pack is the per cup cheapest format. Airtight tin or original packaging, away from spices and the kettle's steam plume. Use within 12 months opened.

Pairings

- Toast and Marmite (the breakfast classic).
- Bacon sandwich.
- Digestive biscuits, Hobnobs, Custard Creams.
- Buttered crumpets.
- Victoria sponge or fruit cake.

Yorkshire's full body and milk friendliness make it the right tea for substantial British food. Holds up to bacon, butter, jam, and strong cheese.

The kettle and mug ritual

Yorkshire Tea sits at the centre of the British kettle ritual. 90-second boil, bag in mug, splash of milk, three minute steep, biscuit on the side. That ritual is the point; the tea is the vehicle.

Curator's note: Yorkshire Tea is Britain's most loved tea brand. Distinctive fuller body; family friendly identity; Northern English values. Worth keeping a 240-bag pack as the household standby. Lee, teas.co.uk, Tunbridge Wells.

What you need to know: Yorkshire Tea

Field	Detail
Brand	Yorkshire Tea (Bettys & Taylors of Harrogate; founded 1886)
Headquarters	Harrogate, North Yorkshire (family-owned since founding)
Range	Yorkshire Tea Original, Yorkshire Gold, Yorkshire Hard Water, Yorkshire Decaf, Yorkshire Biscuit Brew, Bedtime Brew, Loose Leaf
Flagship product	Yorkshire Tea Original (80-bag pack the household staple)
Cup character	Full-bodied, malty, brisk, milk-friendly; blended for Yorkshire soft water originally but works across UK water types
Quality tier	Mainstream-premium; positioned above PG Tips and Tetley Original, below specialty single-estate
UK market position	Among the top 3 UK black tea brands by volume; consistently the UK's "most-loved" tea brand in consumer surveys
UK availability	Every major UK supermarket; ubiquitous distribution
UK price range	£3 to £6 per 80-bag pack across the range (4-8p per cup)

Reference noted

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

FROM THE CURATOR

teas · Freshness beats provenance for most drinkers. Buy a smaller bag more often.

Tea reading

For specific products see Yorkshire Gold vs Original, the Yorkshire Tea for Hard Water, the Yorkshire Loose Leaf, the Yorkshire Biscuit Brew, and the Yorkshire Bedtime Brew. For competitor context see the PG Tips wiki, the Tetley brand, and the Twinings brand. For category context see the black tea fundamentals.

The bottom line on Yorkshire Tea

The UK's most-loved mainstream tea brand, family-owned, with a consistently full-bodied milky cup that has earned strong consumer affection across decades. Worth buying as the household everyday; the range is broad enough to cover most British tea moments without leaving the brand. Per-cup cost is slightly above PG Tips and Tetley; the difference shows in cup character and brand experience. For drinkers exploring beyond mainstream black tea, Yorkshire Tea is a good anchor brand to keep alongside specialty exploration.

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