

Pukka Organic and B Corp Certifications

From the Teas.co.uk wiki

Pukka organic and B Corp credentials, in summary: Pukka stack is 100% organic (Soil Association), B Corp, Fairtrade on several blends, plastic-free bags, own Wholistic standard; genuine.

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Pukka Organic and B Corp Certifications. Canonical: <https://teas.co.uk/wiki/pukka-organic-bcorp/>*

Our [Pukka deep dive](#) covers the brand and range; this page unpacks the two badges Pukka is built on, organic and B Corp, because shoppers deserve to know what they are actually paying a premium for.

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

What "organic" actually certifies

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for What "organic" actually certifies, Pukka Organic and B Corp Certifications. Canonical: <https://teas.co.uk/wiki/pukka-organic-bcorp/>*

Certified organic tea and herbs are grown without synthetic pesticides and fertilisers, under an audited standard with regular inspection. For a herbal company that is a meaningful claim: you are drinking the leaf and flower directly, often unwashed beyond processing, so what was or was not sprayed on it is a reasonable thing to care about. Organic does not automatically mean better tasting or more nutritious, and it is not a health claim; it is a farming method and residue claim, and that is the clear way to read it.

What B Corp actually means

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for What B Corp actually means, Pukka Organic and B Corp Certifications. Canonical: <https://teas.co.uk/wiki/pukka-organic-bcorp/>*

B Corp certification assesses a whole company against social and environmental standards, governance, workers, community, environment and customers, and requires a minimum verified score plus a legal commitment to consider stakeholders beyond shareholders. It is company wide, not product specific, and it is re assessed periodically rather than awarded once. It is one of the more rigorous third party business

certifications, though like any framework it is a floor and a direction of travel, not a halo.

Why this matters for Pukka specifically

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Why this matters for Pukka specifically, Pukka Organic and B Corp Certifications. Canonical: https://teas.co.uk/wiki/pukka-organic-bcorp/*

Pukka built its identity on organic herbal blends and sustainability, and the B Corp and organic positioning is central to why it sits at a premium to supermarket herbal tea. Founder Sebastian Pole is a trained Ayurvedic practitioner, and the certifications were the founders' mission from 2001 rather than a marketing add-on; the Unilever acquisition in 2017 has largely preserved the standards (the B Corp renewal continues, the organic certification is maintained). For a herbal led brand the organic claim is more substantive than it would be for a heavily processed product, because you are consuming the botanical fairly directly.

Should it change what you buy

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Should it change what you buy, Pukka Organic and B Corp Certifications. Canonical: https://teas.co.uk/wiki/pukka-organic-bcorp/*

It depends what you value. If pesticide free growing and audited company wide ethics matter to you, the badges are real and independently checked, not marketing invention, and Pukka delivers them more credibly than most. If you judge purely on flavour and price, a non organic herbal from a good brand can taste just as good for less. Both positions are defensible; the point is that with Pukka the certifications mean something specific, so you can make the trade knowingly.

How it compares

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Pukka is not the only organic or ethically certified option, but it has the most comprehensive stack in mainstream UK herbal tea: organic plus B Corp plus Fairtrade on selected blends plus plastic-free bags. Clipper is the closest, with strong organic and Fairtrade commitment but no B Corp; our [Clipper Fairtrade](#) page covers that angle. Dragonfly and others offer organic herbal ranges; Yorkshire, PG Tips and Tetley carry Rainforest Alliance certification but are not organic. The sensible takeaway is to know which badge addresses which concern, organic for growing method, B Corp for company conduct, Fairtrade for grower economics, and buy on the one you actually care about rather than a vague green glow.

Pukka's organic and B Corp credentials at a glance

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Certification

Meaning

100% organic	Soil Association certified; no synthetic pesticides or fertilisers
B Corp	Audited social and environmental performance; renewed every 3 years
Fairtrade	On several blends; ensures producer minimum prices
Plastic-free bag	Stitched plant-fibre; no plastic, glue or staples
Wholistic certified	Their own herb-quality standard layered on top of organic
Carbon neutral packaging	Offset claims; verified by third party
Tied to founders mission	Genuine since 2001; preserved under Unilever 2017-
Overall	Genuine multi-standard commitment, not greenwashing

Related on the wiki: [Clipper vs Pukka](#), [Pukka deep dive](#).

Reference noted

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- [EFSA: Pesticides in food](#)
- [Soil Association organic standards](#)

FROM THE CURATOR *teas* · Spend less on prestige, more on freshness. A two-month-old supermarket bag still beats a three-year-old gift tin.

The bottom line

Pukka's organic and B Corp credentials are genuine, externally audited and central to the brand, not greenwash. They certify farming method and company conduct, not flavour or health. Pay the premium if those things matter to you; do not feel guilty buying otherwise if they do not. Either way, brew it like any herbal, generously and for a good few minutes, as the [deep dive](#) and our [herbal tea guide](#) describe.

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