Pukka: Organic Certification and B Corp Status

From the teas.co.uk wiki

> **Pukka's certifications, in summary:** Pukka lists Soil Association organic, Fair for Life and FairWild certification. It is no longer a B Corp: B Lab confirmed in April 2024 that Pukka lost the certification after it was integrated into Lipton Teas and Infusions.

Our Pukka deep dive covers the brand and range; this page unpacks the badges on a Pukka pack, and the B Corp badge it no longer has, because shoppers deserve to know what they are actually paying a premium for.

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

What "organic" actually certifies

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

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 duty 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. Because it certifies the company, a company that is bought, or goes through a significant change of control, has to recertify within a set time.

Why this matters for Pukka specifically

Pukka built its identity on organic herbal blends and sustainability, and the organic positioning is central to why it sits at a premium to supermarket herbal tea. Founder Sebastian Pole is a trained Ayurvedic practitioner, and organic sourcing was part of the brand from the start. Unilever bought Pukka in 2017, and Pukka is now part of Lipton Teas and Infusions. Pukka was last recertified as a B Corp in 2019; after it was fully integrated into Lipton Teas and Infusions in late 2023, B Lab confirmed in April 2024 that Pukka Herbs

is no longer a B Corp (The Grocer, 12 April 2024). Its organic, Fair for Life and FairWild certifications are separate schemes, and Pukka still lists them (Pukka's certifications). 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

It depends what you value. If pesticide free growing and fair trading terms matter to you, the organic and Fair for Life marks on the pack are independently certified, not marketing invention. If company-wide B Corp certification is your deciding badge, Pukka no longer has it. If you judge purely on flavour and price, a non organic herbal from a good brand can taste just as good for less. All of these positions are defensible; the point is to make the trade knowingly.

How it compares

Pukka is not the only organic or ethically certified option. Clipper is known for organic and Fairtrade tea, and its maker, Ecotone UK, is a certified B Corp (Ecotone UK); our Clipper Fairtrade page covers that angle. Teapigs has been a certified B Corp since 2019. 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 or Fair for Life for grower economics, and buy on the one you actually care about rather than a vague green glow.

Pukka's certifications at a glance

Badge	What we found (checked 18 September 2026)
Organic	Pukka points shoppers to the Soil Association organic logo on its packs; organic certifies the farming method, not flavour or health
Fair for Life	Pukka says all its teas are Fair for Life certified: at least 20% of the herbs in each blend come from Fair for Life certified farms, or farms certified to an equivalent standard, and the pack shows the share
FairWild	Listed by Pukka among its certifications; FairWild covers plants collected from the wild
B Corp	No longer held: last recertified in 2019, and B Lab confirmed in April 2024 that Pukka Herbs is no longer a B Corp
Tea bags	Staple-free, stitched with organic cotton and certified home compostable, according to Pukka; the paper envelopes still have a very thin plastic coating

Related on the wiki: Clipper vs Pukka, Pukka deep dive.

Reference noted

- EFSA: Pesticides in food
- Soil Association organic standards

- Pukka: ethical, environmental and sustainable certifications
- Pukka: why we are certified Fair for Life
- Pukka: sustainable packaging
- The Grocer: Pukka Herbs loses B Corp accreditation after Lipton integration (12 April 2024)
- Ecotone UK (makers of Clipper): certified B Corporation
- Tea & Coffee Trade Journal: teapigs is certified B Corp (October 2019)

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The bottom line

Pukka's organic and Fair for Life certifications are externally audited and still on the pack; its B Corp certification ended in 2024. They certify farming method and trading terms, 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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