Teapigs Tea Temples: Marketing or Better Tea?

From the teas.co.uk wiki

> **Teapigs Tea Temples, in summary:** Teapigs Tea Temples reviewed: are pyramid tea bags really better? Whole-leaf vs CTC, the plastic question, UK price comparison.

Our Teapigs deep dive covers the brand; the "tea temple" deserves its own closer look, because it is one of the clearest cases of packaging language wrapped around a genuine product decision.

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

What a tea temple actually is

A Teapigs tea temple is a roomy, pyramid shaped mesh bag filled with whole or large leaf tea and real ingredients (whole flowers, berry pieces, leaf), rather than the fine "dust and fannings" that fill many conventional teabags. Strip away the trademarked name and the substance is: large leaf tea, in a bag with enough internal space for the leaf to expand and infuse properly. That is a real, defensible quality decision, not only branding.

Why bag size and leaf grade matter

Tea flavour comes from the leaf unfurling and circulating in hot water. Cheap flat bags packed with fine particles infuse fast but can taste flat, one dimensional and quick to stew. Larger leaf in a roomy pyramid behaves more like loose leaf in a pot: slower, rounder, more complete extraction. This is the same physics behind the PG Tips pyramid, with Teapigs pushing it further by also using a higher leaf grade rather than just changing the bag shape. The one caveat: some brands put CTC dust into a pyramid shape, getting the visual without the leaf-grade benefit; Teapigs uses whole leaf, which is what makes the cup difference real.

So is it just marketing

The "tea temple" name is marketing; the whole leaf in a roomy pyramid is substance. Both things are true at once, and it is fair to say so. You are paying for genuinely better raw material and a bag that lets it work, plus a brand premium and a design story. Standard pyramid bags from other brands (Pukka, Clipper, Twinings) deliver similar cup-quality improvement at lower price, so whether the total price is worth it depends on how much you value the cup over the cost, the same trade as loose leaf versus bags.

The plastic question

Like much of the industry, early pyramid style bags often contained a little plastic to seal them. Teapigs uses plant based temples (PLA, corn-starch derived) that it says go in industrial composting, part of the same industry shift covered in our plastic in teabags note. One caveat for home composters: PLA needs sustained industrial-composting heat to break down, so used temples are best put in council garden-waste collection rather than a home heap. It is reasonable to expect a premium "better bag" brand to get the bag's environmental story right, and this is part of why the brand leans on it.

Who it is for

If you want close to loose leaf quality with teabag convenience and you will taste and value the difference, tea temples deliver it and the premium is rational. If you drink large volumes of strong milky tea and judge mostly on strength and price, a good conventional bag does that job for far less. Neither choice is wrong; they are answers to different questions, which is exactly the framing of our Teapigs deep dive.

In short: Teapigs Tea Temples

Field	Detail
What it is	Teapigs' branded pyramid tea bag format, larger than standard flat tea bags, using whole-leaf tea rather than CTC grade
Brand	Teapigs (founded 2006 in London by ex-Tetley employees Nick Kilby and Louise Cheadle)
Bag material	Plant-based corn starch mesh (PLA, industrially compostable); plastic-free since 2018
What's inside	Whole-leaf tea, not the CTC dust used in mainstream tea bags; visible leaf shapes
Cup character	Fuller, more aromatic than CTC-bag equivalent; closer to loose-leaf in cup quality
Marketing claim	Pyramid shape allows leaves to unfurl and infuse fully, unlike compressed flat bags
Is it true	Mostly yes; the larger size and whole-leaf grade make a real difference
UK price	£4-£6 per 15-temple pack (27-40p per cup)

Related on the wiki: The PG Tips Pyramid Bag Story, Teapigs Chai.

FROM THE CURATOR

teas · Start cheap, stay cheap until something stops you. Most rich teas reward patience, not budget.

Tea reading

For brand context see the Teapigs brand wiki. For comparison with mainstream see the PG Tips wiki and the Yorkshire Tea. For organic alternatives see Pukka Herbs and Clipper. For brewing technique see how to brew black tea.

The bottom line on Teapigs Tea Temples

The cup quality improvement is real (whole-leaf plus pyramid shape), the brand experience is well-built, the plastic-free credentials are credible. Premium pricing reflects the quality position. Worth paying for if Teapigs blends specifically suit your palate or you're building a premium-bag household; worth comparing against other-brand pyramid bags if cost matters more than brand. The "tea temple" branding is marketing, but it points at a genuine product difference rather than empty flannel.

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