Loyd: Value Tea and Its Dependable Picks

From the teas.co.uk wiki

> **Loyd, in summary:** Loyd is an accessible value brand built on breadth and price; its functional blends are pleasant supportive habits not medicine, the single herbs are dependable.

Loyd is one of the most widely available value tea brands, focused on flavoured, herbal and functional blends rather than single origin leaf. Buy it on the Loyd shop page; this is the clear story, paired with the herbal tea guide and the best UK tea brands guide.

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

What Loyd is

Loyd is a European tea brand, part of the Mokate group, that built its UK presence on accessible, affordable flavoured black and green teas, fruit infusions and a range of "function" blends (cold season, after meal, relaxation) sold at a clear value price. It is not a heritage or single-origin brand and does not present as one; its proposition is breadth and price.

The functional blends

Loyd Boost Immunity, Loyd Digestion Support and similar blends sit in a category we always treat carefully: pleasant, supportive, caffeine free habits rather than medicine, the framing we keep across the tea and your health hub. Bought with realistic expectations they are decent value; bought as treatments they are oversold, as all such blends are.

What they make

Flavoured black (Earl Grey, fruit), green teas, pure herbals (camomile, peppermint, rooibos) and the functional range, all browsable on the Loyd shop page. The pure single-herb teas and the Earl Grey are the dependable picks; use the herbal and green tea guides to choose by type.

How to brew it

Pure herbals want boiling water and a long covered steep; greens want water off the boil and a short steep; the flavoured blacks want full boiling water and a normal steep, see the water temperature guide and how to brew green tea. Value tea especially rewards correct brewing, because there is less leaf quality to fall back

on.

Who it is for

Loyd is for the budget-conscious drinker who wants variety (flavoured, herbal and functional) without paying premium prices, and is happy with everyday rather than specialist quality. For organic depth see best Pukka tea; for leaf quality see best Teapigs tea. Loyd's lane is accessible value, clearly placed in the best UK tea brands guide.

What you need to know: Loyd

Aspect	Answer
What it is	European value brand (Mokate group), breadth and price
Range	Flavoured black/green, fruit infusions, function blends
Functional blends	Pleasant supportive habits, not medicine
Dependable picks	Pure single herbs, Earl Grey
Who it is for	Budget-conscious, wants variety, everyday quality
Clear framing	Accessible value, not heritage or single-origin

The bottom line on Loyd

Loyd is good at being an accessible, broad value brand and is plainly not a heritage or single origin one, so the useful answer is: good for the budget conscious variety drinker, mismatched for the drinker chasing leaf quality. The functional blends are pleasant supportive habits priced fairly and oversold by their names; the pure single herbs and the Earl Grey are the dependable everyday picks; and because value tea has less leaf quality to fall back on, correct brewing is what decides whether it satisfies. Bought deliberately on that basis it earns its place. This Loyd page is general information, not medical advice.

FROM THE CURATOR

teas · Two or three Loyd boxes you trust beat a cupboard of curiosities. Cycle through the Loyd flavours you really enjoy.

Tea reading

Continue with Loyd Boost Immunity, Loyd Digestion Support, Loyd Good Night's Sleep and the best UK tea brands guide. For the home shelf, the English tea range and loose leaf range.

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