# Good Earth: The Botanical Blend Pioneer

From the teas.co.uk wiki

> **Good Earth, in summary:** Good Earth is a blend led brand with a real cult product and a distinctive house style of bold, spiced, aromatic botanicals.

This is a brand that leads with blends, with a cult favourite of its own and a house style of bold, spiced, aromatic botanicals. Buy it on the Good Earth shop page; this page is the story, and it goes with the herbal tea guide and the health hub.

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

## The blend first brand

Good Earth originated in the United States in the 1970s and built its reputation on assertive, multi botanical blends rather than single teas, the kind of cup that leads with cinnamon, citrus and spice. Its Sweet and Spicy blend became a real cult favourite, the product most people know the brand for, and the template for its house style.

## What the range does differently

Where many herbal ranges are gentle and single note, Good Earth leans bold and layered: hibiscus, rose and berry; chamomile and grapefruit; spiced and citrus combinations. It is for drinkers who find plain camomile boring, and it sits at the flavour forward end of the herbal tea guide, distinct from the organic purist approach of Pukka or single note Dragonfly.

## What they make

Bold herbal and fruit blends, spiced black and green, and the famous Sweet and Spicy, browse the stocked range on the Good Earth shop page. The hibiscus and berry blends are good iced, see the iced tea recipes and hibiscus guide.

## How to brew it

The herbal and fruit blends want boiling water and a long, covered steep so the bold botanicals come through, see how to brew chamomile and the water temperature guide. These are strong blends; under steeping wastes exactly the bold character you bought them for, so give them a slightly generous hand.

## Who it is for

Good Earth is for the drinker who wants caffeine free or low caffeine cups with real punch and aroma rather than gentle subtlety, and for anyone who has tried the Sweet and Spicy and wants more of that idea. It is the flavour forward herbal option in the best UK tea brands guide.

### Want to actually buy Good Earth?

If this has helped you decide, you can buy the full Good Earth range, judged on the cup rather than the marketing, at the Good Earth shop at teas.co.uk, or compare it against everything else in the full tea shop. Compare what each cup costs, and know that a UK order past £35 goes out free.

## Good Earth, at a glance

| Aspect | The verdict |
|---|---|
| What it is | A blend-led brand with a distinctive house style |
| Signature | Bold, spiced, aromatic botanical blends |
| Cult product | Its original sweet-and-spicy blend has a real following |
| Range | Caffeinated and caffeine-free; flavour-forward |
| Judge it on | The blend and the cup, not heritage marketing |

## Bottom line

The bottom line is that Good Earth is a blend led brand rather than a single origin house: its identity is a distinctive style of bold, spiced, aromatic botanical blends, anchored by a real cult product, and it should be judged on the blends and the cup rather than on heritage marketing. That makes it strong exactly where it sets out to be, flavour-forward everyday blends, and not aiming at the delicate single-estate end at all, the same character-not-marketing reading the wider best UK tea brands guide applies. Brew the flavoured blends a touch generously to carry the botanicals. Buy it on the Good Earth range, compare the style in the herbal range, or browse the full tea shop.

FROM THE CURATOR

*teas* · Try the cheapest Good Earth blend first. Move on to the rarer blends only once you like the house style.

## Tea reading

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