Who Owns Typhoo Now?

From the teas.co.uk wiki

> **The short version:** A UK guide to Typhoo's current ownership: Supreme PLC since December 2024 (GBP 10.2m from administration), Gloucester facility April 2025, UK-listed now.

Typhoo changed hands in a dramatic 2024 rescue. The Typhoo rescue connects to our other tea industry pages, including the Typhoo collapse.

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

Typhoo's ownership is described as public reports had it in May 2026; it may change again. Not financial advice.

Typhoo ownership today at a glance

Detail	Fact
Current owner	Supreme PLC (UK)
Acquired	2 December 2024 from administration
Purchase price	GBP 10.2m
Previous owner	Apeejay Surrendra Group (India, 2005-2024)
Earlier owners	Premier Foods, Cadbury Schweppes (1968)
Supreme stock listing	London Stock Exchange AIM-listed
Supreme other brands	88Vape (vapes), batteries, household lighting and distribution
New Typhoo facility	Gloucester "The Plant", opened April 2025
UK-owned status	Yes, Supreme PLC is UK-listed
Brand heritage	Founded 1903, Birmingham, by John Sumner Jr.

The current owner: Supreme PLC

Typhoo is owned by Supreme PLC, a London-listed consumer-products group, which bought it out of administration for GBP 10.2m, completing on 2 December 2024. Supreme is an AIM-listed company founded by Sandy Chadha in 1975 and headquartered in Manchester, built originally on wholesale distribution of batteries, lighting and similar household goods, and best known in recent years for the 88Vape

brand. It is not a tea specialist, so Typhoo gains distribution and operational muscle rather than tea-category expertise. See the Typhoo collapse for how it came to be for sale.

Why Supreme bought it

The purchase was strategic diversification ahead of the UK's 2025 disposable-vape restrictions. 88Vape had been Supreme's largest single revenue source, and regulation threatened that core, so a heritage British consumer brand with a loyal household base offered a move into a different category. The GBP 10.2m price was a low multiple of revenue, around half of Typhoo's GBP 20m, reflecting the loss-making position and the risk. It was opportunistic, Typhoo came cheap out of administration, but it fits Supreme's long-running pattern of buying established brands and improving them operationally.

The ownership history before Supreme

Typhoo has changed hands repeatedly, which is part of its long decline. Founded as an independent Birmingham merchant in 1903, it stayed independent into the mid-20th century, then went to Cadbury Schweppes in 1968, was spun out via Premier Foods in the early 2000s, and was bought by the Indian conglomerate Apeejay Surrendra Group in 2005, returning it to a tea-focused owner for the first time in decades. Apeejay held it for nineteen years before the November 2024 administration. Supreme is the brand's fifth distinct ownership structure since 1968, an unusual amount of turnover for a heritage UK brand. See the ownership map.

The Gloucester facility

In April 2025 Supreme opened a new Typhoo site in Gloucester, branded The Plant, as the production and distribution centre under its ownership, replacing the previous Apeejay-era arrangements. The investment signals an intent to keep manufacturing and trading the brand rather than asset-strip it, with modern packaging lines and integration into Supreme's wider UK supply chain. See what happened.

Is Typhoo still British?

Typhoo is British in two senses worth separating. By heritage, it has had a continuous British identity since Birmingham, 1903, whoever owned it. By current ownership, Supreme is UK-listed and UK-headquartered, so the brand is British-owned again after nineteen years under an Indian conglomerate. Whichever sense you mean, the answer is now yes. That really is different from PG Tips (Lipton Teas and Infusions), Tetley (India's Tata) or Twinings (Associated British Foods); each heritage brand has its own ownership story.

What it means for the cup

A change of owner usually shows up in the product over time. Supreme's strategy may bring recipe adjustments (cheaper blends for margin, or premium blends if it moves upmarket), repackaging, repricing, and range extension into flavoured or functional teas. The Typhoo on shelves in early 2026 is much like the pre-administration brand; the 2028 to 2030 version may diverge under sustained Supreme management. Anyone attached to a specific recipe is worth watching reviews and switching if quality drifts. See sector pressures.

Why ownership matters more than packaging

Packaging is designed to convey heritage and quality; it tells you very little about the actual product or supply chain. Ownership tells you a lot. Tata-owned Tetley runs on Tata's plantation supply; Lipton-owned PG Tips on its post-Unilever sourcing; Supreme-owned Typhoo on newly established Gloucester arrangements. Those differences shape quality, sourcing ethics, pricing direction and range in ways you cannot see from the box. Knowing who owns your tea is one of the most informative things a buyer can find out, and the packaging will not tell you, but the corporate filings will.

What to buy

For Typhoo (Supreme PLC-owned) buy Typhoo tea. For comparable mid-tier British black tea buy PG Tips, Tetley or Yorkshire Tea (Bettys & Taylors, family-owned). For premium British tea buy Twinings or Fortnum & Mason. For premium organic herbal buy Pukka or Dragonfly.

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More tea reading

For the administration and rescue story see the Typhoo collapse. For the broader picture see the UK tea brand ownership map. For comparable ownership questions see who owns PG Tips, who owns Tetley and who owns Twinings. For the industry pressure see why tea brands are struggling.

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