Is Typhoo Still Good?

From the teas.co.uk wiki

> **Is Typhoo still good, in summary:** Typhoo remains a serviceable everyday value bag tea; the real story is corporate not a quality collapse, and the real upgrade is still loose leaf.

Typhoo is a historic British name that has been through corporate turmoil; here is the verdict on both the tea and the company. Sibling to it in the brand pages is who owns Typhoo now.

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

The company versus the cup, at a glance

Question	The answer
Company situation	Serious difficulty, administration, acquired and continued
Does that change the tea?	Not by itself, judge the cup separately
The cup itself	Brisk, milk-friendly value CTC bag tea
Tier	Mainstream value, not whole-leaf, not a flavour leader
Real caveat	Range/availability can shift, check current stock
Real upgrade	Loose leaf, not a rival bag brand

Two questions: the company and the cup

"Is Typhoo still good" is really two questions wearing one coat, and separating them is the whole job. One is corporate: Typhoo, a historic British tea name, hit serious financial difficulty, went through an administration and ownership change and has since been acquired and continued under new owners, a real, well documented upheaval covered in who owns Typhoo now. The other is the tea itself: what is actually in the box when you brew it. The common mistake is to let the dramatic corporate headline answer the cup question by implication, as if administration automatically means the tea got worse. It does not, ownership turmoil is a balance-sheet fact, not a tasting note. Judged as what it is, Typhoo is a value-positioned everyday CTC bag tea: brisk, milk-friendly, quick to colour up, in the same broad mainstream tier as the other supermarket-level bag brands, see builders tea. Within that tier it remains serviceable, an entirely drinkable strong milky mug at a low cost per cup, with no secret quality collapse running alongside the drama; it is standard bag grade leaf, value by design, and judging it against a fine loose leaf is the usual category error.

What the corporate change does and does not mean

The clear-eyed reading is the useful part. What corporate change can affect is range and availability: blends can be rationalised, pack sizes shift, distribution wobble, so the sensible move is to check what is actually on the shelf now rather than assume the line up is unchanged. What it does not automatically change is the basic character of the core everyday blend, which is built to a value spec and tends to be held there because that consistency is the whole commercial point of a mainstream bag brand, see the ownership map. Against its rivals the verdict is measured: as a value everyday brew it is broadly comparable to the cheaper end of the mainstream bag field, brisk and functional rather than rounded or characterful, fine for a fast milky mug, unremarkable drunk black, a value option rather than a flavour leader.

The buying rule

Keep the two ledgers apart and act on the cup, not the headline. If your need is a cheap, dependable, brisk milky mug, Typhoo still does that job at a low per-cup cost, and the corporate drama is not a reason to abandon a tea that still brews the way you remember, only a reason to glance at the pack and confirm the specific blend and size are still stocked. If your need is more, more strength, roundness or character, the answer was never a rival bag brand but a step into proper loose leaf, where the quality jump is real. Brew it properly to judge it fairly, fully boiling water straight onto the bag, a full three minutes, one squeeze, milk after, because a rushed dunk makes any value tea taste worse than it is. A brand surviving administration is neither secretly ruined nor magically improved, and treating the corporate headline as a tasting note is the single commonest mistake here.

What to buy

Compare Typhoo like-for-like against a better everyday leaf from the black tea range, or step up to loose leaf for the real upgrade. Browse the full tea shop; free UK delivery over £35.

Reference noted

- Encyclopaedia Britannica: Tea (beverage)

Tea-brand reading

- Who owns Typhoo now
- UK tea brand ownership map
- Loose leaf vs tea bags
- How to judge tea quality

FROM THE CURATOR

teas · Count what a Typhoo cup costs and ignore the box price. Loose leaf is normally better

value, though a Typhoo bag can compete.

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