

Pukka Ethics Record: The Timeline

From the Teas.co.uk wiki

Pukka ethics record, in summary: Organic from day one (2001), Fairtrade extended over time, a strong B Corp score, then acquired by Unilever in 2017 with mission terms attached. A genuine ethics-led record, though Pukka is largely herbal tisane rather than true tea, and ownership is a separate ledger.

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Pukka Ethics Record: The Timeline. Canonical: https://teas.co.uk/wiki/pukka-ethics-record/*
Pukka is built around an organic, ethical identity, so here are the documented facts. This sits in the brand-history cluster beside [Clipper ethics record](#).

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

Origins and organic identity

Pukka was founded in 2001 by Tim Westwell and Sebastian Pole, focused on organic herbal and ayurvedic-style blends, the category the [herbal tea](#) guide covers. Organic certification and ethically sourced herbs are central, verifiable parts of the brand rather than just marketing language, and it has a documented history with B Corp certification (including a notably high score and recertification) as part of its ethical positioning. The record is genuine and checkable.

The record at a glance

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Area	The documented fact
Founded	2001, by Tim Westwell and Sebastian Pole
Organic	Organic certified from the start; ethically sourced herbs
B Corp	Documented B Corp history with a strong score and recertification
Ownership	Acquired by Unilever in 2017, with mission terms attached
Category	Largely herbal tisane, not true <i>Camellia sinensis</i> tea

The ledgers, kept separate

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The ledgers, kept separate , Pukka Ethics Record: The Timeline. Canonical: https://teas.co.uk/wiki/pukka-ethics-record/*

As with any "ethical" brand, the honest reading keeps separate things apart. The ethics record is genuine: organic, ethically sourced, B Corp-certified. Ownership is a separate ledger: Pukka was acquired by Unilever in 2017 with mission terms attached, which neither cancels nor automatically confirms the ethics, the context the [ownership map](#) gives. There is also a category caveat: Pukka is largely a herbal tisane, not true tea, so its record is real but it belongs in the herbal aisle rather than the *Camellia sinensis* one, the distinction the [what counts as tea](#) guide makes. And documented ethics are not a verdict on whether you will enjoy a given blend, the point the [is Pukka good](#) page makes.

Common questions

Source: [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Common questions , Pukka Ethics Record: The Timeline. Canonical: https://teas.co.uk/wiki/pukka-ethics-record/*

Is Pukka genuinely ethical? Yes, on the documented record: organic from the start, ethically sourced, and a strong B Corp history. These are verifiable.

Does Unilever ownership undermine that? Not directly. The 2017 acquisition came with mission terms; ownership is a separate ledger from the certified ethics behaviour.

Is Pukka actually tea? Mostly not. It is largely a herbal tisane rather than true *Camellia sinensis* tea, so it sits in the herbal category.

Does its ethics record mean I will like it? No. Ethics and taste are separate. Strong credentials do not guarantee the blend you prefer.

Judge ethics and the cup

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Explore Pukka's organic herbal blends across the [brand directory](#) or the full [tea shop](#), and compare it on the wider [ethical scorecard](#). Weigh both ledgers, and free UK delivery is over £35.

[Browse the tea range](#)

Reference noted

- [Encyclopaedia Britannica: Tea \(history\)](#)

FROM THE CURATOR *teas* · Match the tea to the moment. A 6am cup and a 4pm cup do not need to be the same brew.

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More from the tea wiki

- [Clipper ethics record](#)
- [UK tea brand ethical scorecard](#)
- [What counts as tea](#)
- [Herbal tea](#)
- [Is Pukka good](#)
- [Ownership map](#)

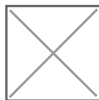
Earn rewards on Teas.co.uk

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

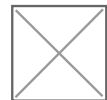
Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



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