

# Who Makes Supermarket Tea? The Copacker Reality

From the Teas.co.uk wiki

**Who makes supermarket tea, in summary:** Supermarkets rarely grow or blend their own tea. Own-label is blended and packed by big tea companies (Tata/Tetley, Unilever, Bettys & Taylors) and specialist co-packers, from largely Kenyan and Indian leaf. It is normal practice, not a scandal, and it is exactly why own-brand "dupes" work.

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Who Makes Supermarket Tea? The Co-Packer Reality. Canonical: <https://teas.co.uk/wiki/who-makes-supermarket-tea/>*

"Who actually makes the supermarket's own tea?" is a great question. This sits in the brand-history cluster beside the [ethical scorecard](#).

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

## The answer

Supermarkets very rarely grow or blend tea themselves. Own-label tea is typically blended and packed by large tea companies and specialist co-packers, the same firms behind the big brands, which is why own-label and branded everyday tea are so often the same broad commodity category, the "dupe" reality the [own brand vs branded](#) guide sets out. This is not a secret scandal: co-packing is normal across food retail, a matter of efficiency rather than deception. What genuinely varies is the blend specification, the certification, and the tier (value vs premium own-label), even from the same packer.

## At a glance

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Who Makes Supermarket Tea? The Co-Packer Reality. Canonical: <https://teas.co.uk/wiki/who-makes-supermarket-tea/>*

### Question

### The read

Who blends it?	Big tea companies and specialist co-packers, not the shop
Where is the leaf from?	Largely Kenyan and Indian CTC, the everyday commodity base
Is co-packing dodgy?	No, it is normal food-retail practice, efficiency not deception

## Question

## The read

What varies?	Blend spec, certification and tier (value vs premium own-label)
Practical upshot	Base is often similar, so cost per cup and a blind taste beat the logo

## Why it changes what you drink

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Why it changes what you drink , Who Makes Supermarket Tea? The Co-Packer Reality. Canonical: <https://teas.co.uk/wiki/who-makes-supermarket-tea/>*

Once you know the same packers supply both own-label and branded everyday tea from similar Kenyan and Indian CTC, the logic of the value cluster falls into place: for standard everyday tea, an own-label can be a close, much cheaper match, which is exactly why [supermarket dupes](#) work. The differences that remain are real but specific, a tighter blend spec or a particular certification, rather than a wholesale gap in quality. So the honest test is the cup and the price, not the brand name on the box.

## Ethics and value still apply

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Ethics and value still apply , Who Makes Supermarket Tea? The Co-Packer Reality. Canonical: <https://teas.co.uk/wiki/who-makes-supermarket-tea/>*

Two things do not disappear just because tea is own-label. Ethics still apply, and own-label can carry the same certifications as the brands, so check the pack rather than assuming, the schemes the [Fairtrade](#) guide explains. And value still rewards arithmetic: since the base is often similar, cost per cup and a blind taste matter far more than the logo, the method the [cost per cup](#) guide sets out. Read the certification on the actual pack, do the per-cup maths, and let a blind taste settle it.

## Common questions

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Common questions , Who Makes Supermarket Tea? The Co-Packer Reality. Canonical: <https://teas.co.uk/wiki/who-makes-supermarket-tea/>*

**Do supermarkets make their own tea?** Rarely. Own-label is blended and packed by big tea companies and specialist co-packers, not the retailer itself.

**Is own-label the same as the branded tea?** Often the same broad commodity base from the same packers, which is why dupes work. Blend spec, certification and tier still vary.

**Is co-packing a con?** No. It is standard across food retail, a matter of efficiency. The honest question is the cup and the price, not the label.

**Is own-label less ethical?** Not necessarily. It can carry the same certifications as the brands, so check the actual pack rather than assuming.

## Judge the cup, not the logo

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Compare own-label against the brands on cost per cup and a blind taste across the [brand directory](#) or the full [tea shop](#), and read the [dupes guide](#) first. Buy on the per-cup price, and free UK delivery is over £35.

[Browse the tea range](#)

## Reference noted

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

**FROM THE CURATOR** *teas* · Freshness beats provenance for most drinkers. Buy a smaller bag more often.

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## More from the tea wiki

- [Own brand vs branded](#)
- [Supermarket tea dupes](#)
- [Ethical scorecard](#)
- [Cost per cup](#)
- [Fairtrade explained](#)
- [Ownership map](#)

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