

Clipper Fairtrade Everyday Tea: what the mark means in your mug

From the teas.co.uk wiki

Clipper Fairtrade Everyday Tea: what the mark means in your mug, in summary: A brisk everyday black tea in eighty full-size bags. The Fairtrade mark covers how growers are paid, not flavour; give each bag three minutes, add milk last, and it works in a mug or a pot.

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

The Fairtrade mark on this box is a promise about trade, not taste, and seeing the difference makes it easier to judge the tea on its own terms. On those terms it is a brisk, clean everyday blend that rewards an extra minute in the mug.

What the mark guarantees

Fairtrade certification guarantees producers a set minimum for their tea and adds a community premium paid to producer organisations. Think of it as a set of trading terms rather than a grade of leaf: it tells you how the tea was bought, and nothing directly about how it will taste. Clipper was early to it, too, as one of the first three UK companies to receive the Fairtrade Mark, in 1994.

The company began in Dorset in 1984, when Mike and Lorraine Brehme started out with two chests of [Assam](#), and everything is still blended at its Beaminster factory. Its owner, Ecotone, calls Clipper the world's largest Fairtrade tea brand. This box is the Fairtrade line; Clipper's Organic Everyday cartons are a separate range for households that want an organic tea.

Brisk is not the same as strong

In the mug this blend leads with briskness, a clean, sharp lift, with malt sitting underneath rather than in charge. The body is solid rather than full and the tannin closes the cup quickly, which is why one mug leads easily to the next. Drinkers raised on a heavy, dark builder's brew sometimes call it thin at first; those who find most everyday tea cloying often like it straight away.

Each bag holds about 2.9g of tea, a standard full-size bag rather than a one-cup, and the box of eighty weighs 232g. That is enough leaf for a proper mug or for a pot, and the blend keeps its shape in a pot, which

not every brisk tea manages. It is a working tea for the kettle that goes on six times a day.

Three minutes, milk last

Pour freshly boiled water, 200 to 250ml, over one bag and leave it three minutes, or four if you like it dark. Stir once at about ninety seconds, since movement draws more from the leaf than extra time does. Pulling the bag early is the usual mistake: the sharpness comes out first and the body arrives later, so a ninety-second cup tastes slight.

In a mug, add milk once the tea has brewed, because milk added first cools the water by ten degrees or more before the leaf has done its work. In a pot the order hardly matters, as the tea is already at full strength when it is poured. This is a breakfast-table tea at heart: toast, a bacon sandwich or a plain biscuit rather than cake.

The packs we stock

- [Clipper Fairtrade Everyday Tea, 80 Pack 232g](#) (barcode 5021991943935)

What to eat with it

- [McVitie's Original Hobnobs Biscuits - The Oaty One, 255g](#): an oaty biscuit with enough bulk to stand beside a brisk, milky mug.
- [McVitie's Hobnobs Milk Chocolate Biscuits, 262g](#): milk [chocolate](#) and oats give the clean, tannic finish something rich to clear away.
- [Border Butterscotch Crunch Organic Biscuits, 135g](#): butterscotch sweetness against a sharp everyday cup makes a good mid-morning break.

Elsewhere in the Clipper range

- [Clipper Fairtrade Organic Decaf Latin American Instant Coffee, 100g](#)
- [Clipper Fairtrade Organic Green Tea, 80 Tea Bags 160g](#)
- [Clipper Fairtrade Restoring Roots Ginger & Turmeric Organic, 20 Tea Bags 36g](#)
- [Clipper Organic and Fairtrade Decaffeinated Tea, 40 Tea Bags 116g](#)
- [Clipper Organic Chamomile, Lemon & Lavender Sleep Time 20, 30g](#)
- [Clipper Organic Everyday, 160 Tea Bags 464g](#)

The full range is on the [Clipper brand page](#).

FAQ

Is Clipper Fairtrade Everyday organic? No, the pack does not claim to be organic. Clipper's organic everyday tea is a separate line, Organic Everyday.

Does Fairtrade change the taste of tea? No. It governs what producers are paid, not the flavour in the cup.

How long should I brew Clipper Everyday? Three minutes, or four for a darker cup, with one stir part way through. Any less and it tastes thin.

How much tea is in each bag? About 2.9g, from 232g across eighty bags, which is a standard full-size everyday bag.

Is it a strong tea? It is brisk more than heavy: sharp and clean with malt underneath, so it suits people who find very dark brews too much.

Curator's note: Three minutes, not two, and one stir halfway. Give it that and it is the kind of tea you drink all morning without keeping count. Lee, teas.co.uk, Tunbridge Wells.

In short: Clipper Fairtrade Everyday Tea: what the mark means in your mug

Field	Detail
Brand	Clipper
Packs we stock	80 Pack 232g
Category	Everyday Tea Bags
Caffeine	caffeinated
Character	Brisk and clean, malt underneath
Brew	Three to four minutes, milk last
Best with	Toast or a bacon sandwich

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- [Clipper](#)
- [How to Make Tea Properly: The Eight Step Method](#)
- [Caffeine in Tea](#)
- [Tea Pairing Principles: Reason, Don't Memorise](#)
- [English Breakfast Tea: Brands & the Proper Cup](#)
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