

Fox's Matcha Indulgent Creams: a biscuit that tastes of tea

From the teas.co.uk wiki

Fox's Matcha Indulgent Creams: a biscuit that tastes of tea, in summary: Matcha green tea is in the cream filling of this chocolate-led sandwich biscuit, softened by the cream into something close to a latte. Serve at room temperature with a plain black tea, not more green tea.

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

Whisked in a bowl, [matcha](#) tastes grassy, with a faint marine bitterness at the back; set into a sweet cream, the fat and sugar round that off into something much nearer a latte. That is what these [biscuits](#) deliver, and it is why the best cup beside them is not the one most people reach for first.

What the label says is inside

The published ingredient list puts milk [chocolate](#) first at 41%, then wheat flour, then the matcha cream filling at 21%. That filling names matcha [green tea](#) among its ingredients, alongside sugar, palm kernel oil, palm oil and dried whole milk, and white chocolate at 6% completes the build. So this is a chocolate biscuit first and a tea biscuit second, which matters when choosing the drink.

The label also states that it contains wheat, milk and soya, so it is not one for anyone avoiding those. On [caffeine](#), no figure is published for the biscuit. Matcha is on the list, but we would not guess at an amount from a filling like this, so if caffeine matters to you, treat the pack as the authority rather than any estimate.

Why the cream changes matcha

In a drink, matcha is all about that vegetal bitterness, and people tend either to love it at once or never warm to it. A sweet filling was never going to reproduce that, and it does not try. What survives is a gentle green tea flavour carried by a sweet biscuit, plus a slight tea bitterness in the finish that keeps it from tasting of sugar alone, while the milk chocolate gives the green note something darker to lean on.

Temperature decides how much of that note you get. Like any sandwich cream, the flavour lives between the two shells, and a filling straight from a cold cupboard is firm and keeps its aroma locked in. Give the pack five minutes at room temperature and the fat softens enough for the tea to come through. Never serve these from the fridge.

Pour black, not green

The commonest mistake is serving matcha with a matcha biscuit. Pairing it with a bowl of the real thing sets a sweet version of the flavour against a bitter one, and they flatten each other. A plain [black tea](#) brewed at a full boil and taken without milk gives the filling tannin to push against and lets the matcha come forward. A light, bright coffee works too, by a different route.

If you do want green tea alongside, choose a clean, neutral one and brew it cooler than boiling so it stays soft. But the appeal of this biscuit for a tea shop is simpler than any pairing rule: it is one of very few biscuits that genuinely taste of tea, and it makes a talking point on an afternoon plate beside a pot of something plain and strong.

The packs we stock

- [Fox's Chocolatey Biscuits Matcha Indulgent Creams, 122g](#) (barcode 5010035002387)

What the label says

The published ingredient list for Fox's Chocolatey Biscuits Matcha Indulgent Creams, 122g says it contains wheat (gluten), milk and soya. Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Milk Chocolate (41%) (Sugar, Cocoa Butter, Dried Whole Milk, Cocoa Mass, Whey Powder (Milk), Dried Skimmed Milk, Emulsifier (Soya Lecithin)), Wheat Flour (Wheat Flour, Calcium, Folic Acid, Iron, Niacin, Thiamin), Matcha Cream Filling (21%) (Sugar, Palm Kernel Oil, Palm Oil, Dried Whole Milk, Matcha Green Tea, Emulsifier (Soya Lecithin), Colour (Carotenes)), Palm Oil, White Chocolate (6%) (Sugar, Cocoa Butter, Dried Skimmed Milk, Milk Fat, Dried Whole Milk, Emulsifier (Soya Lecithin), Flavourings), Sugar, Glucose Syrup, Partially Inverted Sugar Syrup, Salt, Raising Agents (Ammonium Carbonates, Sodium Carbonates), Emulsifier (Soya Lecithin), Flavourings, Milk Chocolate contains Cocoa Solids 27% minimum, Milk Solids 16% minimum, White Chocolate contains Milk Solids 24% minimum.

Typical values per 100g Per 100g

Energy	524 kcal
Fat	29g
of which saturates	17g
Carbohydrate	54g
of which sugars	44g
Fibre	1.7g
Protein	5.6g
Salt	0.38g

Ingredient and nutrition information for this product, as published on the manufacturer's label. The pack in your hands is the final word.

What to drink with it

- [Yorkshire Tea Original Loose Leaf Tea, 250g](#): a plain, strong black tea taken without milk, whose tannin lets the green note in the filling stand out.
- [Clipper Fairtrade Everyday Tea, 80 Pack 232g](#): an everyday black blend for the same no-milk, full-boil approach from a tea bag.
- [Kenco Smooth Instant Coffee Paper Refill, 150g](#): a smooth instant coffee that sets off the cream without burying the tea note.

Elsewhere in the Fox's range

- [Fox's Biscuits Chocolatey Biscuit Selection, 355g](#)
- [Fox's Biscuits Chocolatey Cookies Assortment, 365g](#)
- [Fox's Biscuits Classic Biscuit Selection, 275g](#)
- [Fox's Biscuits Jam 'n' Cream Raspberry & Vanilla Biscuits, 150g](#)
- [Fox's Biscuits Milk Chocolate Viennese, 120g](#)
- [Fox's Biscuits Rocky Caramel Biscuit Bars Multipack, 7 Pack 136.5g](#)

The full range is on the [Fox's brand page](#).

FAQ

Does Fox's Matcha Indulgent Creams contain real matcha? Yes. The published ingredient list names matcha green tea in the cream filling, which makes up 21% of the biscuit.

What does a matcha cream biscuit taste like? Sweeter and rounder than a bowl of matcha. The cream softens the tea's bitterness towards a latte, with a little tea bitterness left in the finish.

What is the best tea to drink with matcha biscuits? A plain black tea without milk. Its tannin cuts through the cream and lets the matcha note show.

Should I drink matcha with a matcha biscuit? We would not. A sweet and a bitter version of the same flavour tend to flatten each other.

Is there caffeine in Matcha Indulgent Creams? No caffeine figure is published for this biscuit. Matcha is on the ingredient list, so if caffeine matters, check the current pack.

Curator's note: Take them out of the cupboard five minutes before the kettle boils and pour a plain black tea, no milk. It is one of the few biscuits on our shelves that genuinely tastes of what we sell. Lee, teas.co.uk, Tunbridge Wells.

In short: Fox's Matcha Indulgent Creams: a biscuit that tastes of tea

Field	Detail
Brand	Fox's
Packs we stock	122g
Category	Chocolate Biscuits
Allergens (as published)	It contains wheat (gluten), milk and soya.

Field	Detail
Tea note	Soft, latte-like matcha
Best with	Plain black tea, no milk
Avoid	More matcha alongside

More from the tea wiki

- [Tea and Biscuits](#)
- [Biscuit Dunking Physics: The Real Science](#)
- [Tea Pairing Principles: Reason, Don't Memorise](#)
- [Tea With Cake: The Pairing That Never Fails \(If You Get It Right\)](#)
- [Tea and Food Pairing: The Five Principles](#)
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