

McVitie's Jaffa Cookies: The Flavour, Not the Format

From the teas.co.uk wiki

McVitie's Jaffa Cookies: The Flavour, Not the Format, in summary: A cookie that borrows the Jaffa flavour, not the Jaffa format: a chocolate flavour coating, chocolate chips and a tangy orange filling in a wheat and oat dough. Reseal it well, never dunk it and keep the tea plain.

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

Put a moist filling inside a baked cookie and the cookie starts softening from the middle outwards, which is not how a plain biscuit ages. That single fact shapes how these Jaffa Cookies should be stored, served and paired.

A cookie with a Jaffa accent

Nobody needs to argue about what this is. It is shaped, sold and baked as a cookie, and it takes the orange and [chocolate](#) pairing from the Jaffa name while leaving the cake format behind. If it is the cake you are after, pick up the original instead; better to know that now than halfway down the packet.

The published ingredients show how the flavour is assembled. There is a chocolate flavour coating at 19%, an orange flavoured filling at 17% and chocolate chips at 7%, with oat flour in the dough alongside the wheat flour. The filling is more than orange: it lists concentrated orange and lime juice, pectins, citrus fibre and carrot, apple and pumpkin concentrates.

Why the centre changes the storage advice

Moisture never stays where it is put. It creeps from the wetter filling into the drier dough until the two meet in the middle, so a filled cookie goes soft from the inside, whatever the air in the cupboard is doing. Fold the 165g packet down tightly after every visit, or move the cookies into an airtight tin, and plan to finish them sooner than you would a plain biscuit.

The label deserves a proper read before these go to anyone with an allergy. It declares wheat and oats (gluten), and warns that the cookies may contain egg, milk, nuts, peanuts, sesame and soya. With that many possible traces, check the current pack each time rather than relying on memory.

Serving: warm, dry and beside a plain cup

Citrus aroma is light and quick to escape, and cold dulls it, so a cookie from a chilly cupboard can smell of very little. Ten seconds in a low oven brings the orange back up, and it is the simplest improvement you can make to a packet like this.

Keep them out of the mug. The centre is already moist, so hot tea finishes the softening in an instant and the filling drops out. Serve them beside a plain everyday [black tea](#), brewed for three or four minutes and finished with a little milk. The cookie is doing all the flavouring, so the cup should stay simple, and the milk takes the edge off a sharp centre.

The packs we stock

- [McVitie's Jaffa Cookies with Tangy Orangey Centre, 165g](#) (barcode 5000168016405)

What the label says

The published ingredient list for McVitie's Jaffa Cookies with Tangy Orangey Centre, 165g says it contains wheat and oats (gluten), and it may contain egg, milk, nuts, peanuts, sesame and soya. Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Wheat Flour, Chocolate Flavour Coating (19%) [Sugar, Vegetable Oils and Fats (Palm (Certified Sustainable)), Fat Reduced Cocoa Powder, Emulsifiers (Sorbitan Tristearate, Lecithin, E476), Flavouring], Orange Flavoured Filling (17%) [Sugar, Glucose Syrup, Stabiliser (Glycerol), Concentrated Orange Juice, Concentrated Lime Juice, Thickener (Pectins), Citrus Fibre, Vegetable and Fruit Concentrates (Carrot, Apple, Pumpkin), Natural Flavouring], Palm Fat (Certified Sustainable), Sugar, Chocolate Chips (7%) [Sugar, Cocoa Mass, Cocoa Butter, Emulsifier (Lecithin)], Invert Sugar Syrup, Oat Flour, Starch, Raising Agents (Ammonium Carbonates, Diphosphates, Sodium Carbonates), Natural Orange Flavourings, Salt.

Typical values per 100g Per 100g

Energy	473 kcal
Fat	22.9g
of which saturates	13.8g
Carbohydrate	60.6g
of which sugars	44.3g
Fibre	2.6g
Protein	5.0g
Salt	0.37g

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

- [Clipper Fairtrade Everyday Tea, 80 Pack 232g](#): A plain everyday black tea with milk, which leaves the orange centre to do the talking.
- [Yorkshire Tea Original Loose Leaf Tea, 250g](#): A pot of a straightforward strong blend for a weekend plate, brewed three to four minutes.
- [L'Or Espresso Ristretto Coffee Pods, 10 Pods 52g](#): A ristretto shot whose bitterness gives the sweet orange centre something to push against.
- [Tetley Redbush Pure, 40 Tea Bags 100g](#): A mellow [redbush](#) for the afternoon, soft enough to let the citrus lead.

Elsewhere in the McVitie's range

- [McVitie's Club Layers Orange, 39g](#)
- [McVitie's Club Mint Biscuit Bars Multipack, 7 Bars 154g](#)
- [McVitie's Club Orange Biscuit Bars Multipack, 7 Bars 154g](#)
- [McVitie's Club Salted Caramel Flavour Biscuit Bars Multipack, 7 x 22g](#)
- [McVitie's Dark Chocolate Digestive Biscuits, 266g](#)
- [McVitie's Digestive Pink Raspberry & Cream Flavour, Limited Edition, 232g](#)

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

FAQ

Are Jaffa Cookies the same as Jaffa Cakes? No. They share the orange and chocolate flavour but not the build: this is a baked cookie with a tangy orange filling, not the soft cake that made the name famous.

Do Jaffa Cookies contain milk or nuts? Neither appears in the published ingredient list, but the label warns they may contain egg, milk, nuts, peanuts, sesame and soya. Wheat and oats (gluten) are ingredients.

Why do Jaffa Cookies go soft in the packet? Moisture moves from the filling into the dough over time. Reseal the packet firmly or use an airtight tin, and eat them fairly soon after opening.

Are they better warm? Yes, in our view. A few seconds of gentle heat lifts the orange aroma that a cold cupboard suppresses.

Can you dunk Jaffa Cookies? Not successfully. The moist centre means the dough collapses almost as soon as it meets hot tea.

Curator's note: When every other packet in the cupboard is plain chocolate, this is the one to reach for. Warm it briefly and pour a simple cup with milk; the orange does the rest. Lee, [teas.co.uk](#), Tunbridge Wells.

In short: McVitie's Jaffa Cookies: The Flavour, Not the Format

Field	Detail
Brand	McVitie's
Packs we stock	165g

Field	Detail
Category	Cookies
Allergens (as published)	It contains wheat and oats (gluten), and it may contain egg, milk, nuts, peanuts, sesame and soya.
Dunkable	No, the filled centre gives way
Serve	Briefly warmed, beside the cup
Best with	A plain everyday black tea with milk

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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