

McVitie's Rich Tea: the plain biscuit that shows up your tea

From the teas.co.uk wiki

McVitie's Rich Tea: the plain biscuit that shows up your tea, in summary: A short ingredient list, low sweetness and no coating or filling: Rich Tea is designed to stay out of the tea's way. That makes it a fine dunker and a merciless judge of how well the pot was brewed.

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

For a biscuit called Rich Tea it tastes remarkably plain, and that is deliberate. It is built to sit beside a cup without competing, which means it also puts the quality of your brew in plain view.

What the label lists

The published ingredient list for this 300g pack is short: wheat flour with added calcium, iron, niacin and thiamin, then sugar, palm oil, glucose-fructose syrup, barley malt extract, raising agents and salt. There is no coating and no filling, and sugars come to 18.6g per 100g on the published nutrition panel. The allergen statement for this barcode lists wheat and barley, both sources of gluten.

What you taste is a faint toasted wheat note and very little else. The crumb is fine and even, and it gives a clean, high, quiet snap that is nothing like the rough, crumbly give of a digestive. That same fine structure makes it the quickest biscuit on our shelf to soak up tea, which is worth remembering the moment it goes near a mug.

Why plain is the point

A tea biscuit should step aside for the drink, and a pale, fine crumb with only a light sweetness is how you build one that does. Put it next to a [shortbread](#) or a [chocolate](#) digestive, eaten on its own, and it looks unambitious. Put it next to a strong mug and it is the one that lets the tea do the talking, which is exactly what it was made for.

The catch is that there is nowhere to hide a poor cup. A chocolate biscuit will mask a stewed brew or one left far too long; a Rich Tea puts the tea in front of you exactly as it is. Leave the pot stewing and the stewed

taste is all you will get. Make it properly, with freshly boiled water and a timed steep, and the pairing is hard to beat.

Dunking and pouring for a Rich Tea

[Dunking](#) works by capillary action: hot tea is drawn into the biscuit's fine pores, and hot liquid moves faster because it is thinner. The biscuit softens rather than dissolving, and it fails at the tea line, where a soaked half carries the weight of a dry one. Start at two seconds, never go past three, hold it by the edge and lift straight up.

For the cup itself, a strong everyday [black tea](#) with milk is the classic match, and a flavoured black brew makes a gentle change on a weekend afternoon. After dark, a decaffeinated [English Breakfast](#) keeps the ritual going. Whatever you choose, pour it first and open the packet second, because this biscuit is at its best with the tea already made.

The packs we stock

- [McVitie's Rich Tea Biscuits, 300g](#) (barcode 5000168001210)

What the label says

The published ingredient list for McVitie's Rich Tea Biscuits, 300g (barcode 5000168001210) says it contains wheat and barley (gluten). Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Flour (Wheat Flour, Calcium, Iron, Niacin, Thiamin), Sugar, Palm Oil, Glucose-Fructose Syrup, Barley Malt Extract, Raising Agents (Sodium Bicarbonate, Ammonium Bicarbonate), Salt.

Typical values per 100g Per 100g

Energy	460 kcal
Fat	15.7g
of which saturates	7.4g
Carbohydrate	71.1g
of which sugars	18.6g
Fibre	3g
Protein	7.2g
Salt	0.8g

Ingredient and nutrition data for this barcode: [Open Food Facts \(openfoodfacts.org\)](https://openfoodfacts.org), ODbL. The pack in your hands is the final word.

What to drink with it

- [Yorkshire Tea Original Everyday Blend, 80 Tea Bags 250g](#): The strong everyday brew with milk that a Rich Tea was made to sit beside.

- [Yorkshire Tea Cherry Bakewell Brew, 40 Tea Bags 112g](#): A flavoured black tea for a weekend change, and the plain biscuit lets the brew's own character come through.
- [Twinings English Breakfast Decaffeinated 40, 109g](#): A decaffeinated English Breakfast for the evening, when the biscuit tin comes out late.

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

What is in a McVitie's Rich Tea biscuit? The published list is wheat flour, sugar, palm oil, glucose-fructose syrup, barley malt extract, raising agents and salt.

Does Rich Tea contain gluten? Yes. The allergen statement for this barcode lists wheat and barley, both of which contain gluten.

Why does Rich Tea taste so plain? Because its job is to accompany the tea rather than compete with it. A mild, lightly sweet biscuit leaves the cup in charge.

How long should you dunk a Rich Tea? Two seconds to begin with and three at most, and less in a freshly poured mug.

Is there a bigger pack of Rich Tea? Yes, we also stock Rich Tea The Classic One as a twin pack of two 300g packs, which suits a house that gets through them quickly. It has its own barcode, so read that pack's allergen statement separately.

Curator's note: Brew the pot properly before you open the packet, because this biscuit will tell you if you have not. Get the tea right and there is no better quiet half hour. Lee, teas.co.uk, Tunbridge Wells.

In short: McVitie's Rich Tea: the plain biscuit that shows up your tea

Field	Detail
Brand	McVitie's
Packs we stock	300g
Category	Biscuits
Allergens (as published)	It contains wheat and barley (gluten).
Dunkable	Yes, two seconds, three at most
Best with	A properly brewed strong black tea with milk

Field	Detail
Sweetness	Low, by design

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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