Wagon Wheels Original: the marshmallow round explained

From the teas.co.uk wiki

Wagon Wheels Original: the marshmallow round explained, in summary: Two biscuit rounds, a marshmallow middle and a chocolate-flavoured coating, six to a 245g pack and each wrapped singly. The mallow relies on beef gelatine, so these are not for vegetarians.

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

Wagon Wheels have been in British biscuit tins since 1948, launched around the Olympia Food Fair that year and first baked by Weston Biscuits in Slough. The Original is the plain version: marshmallow between two rounds, with no jam.

What is inside a Wagon Wheel

The published ingredient list is a short build: a wheat-flour biscuit, a chocolate-flavoured coating at about 24% and a mallow filling at about 22%, followed by sugar, palm oil, glucose syrup, fat-reduced cocoa powder, a raising agent and salt. The label calls it a chocolate-flavoured coating, not chocolate, and lists sugar, vegetable fats, dried whey and fat-reduced cocoa powder inside it.

The allergen statement for this barcode lists wheat (gluten), milk and soya. The mallow contains beef gelatine, so these are not suitable for vegetarians, and anyone who avoids gelatine for any reason should pass. As with anything on the biscuit shelf, the pack in your hand has the final word on the recipe.

Made to be eaten one at a time

Every round comes in its own wrapper, and the wrapper is doing a real job. Left open, a marshmallow filling hardens at the edge within a day, so sealing each round separately is what makes buying six at once sensible. It also makes this a natural lunchbox and desk-drawer biscuit: six portions, nothing to share out and no plate needed.

The texture is the other point in its favour. Nothing in it needs biting through, which makes it a kind choice for young children and for anyone who finds crunchy biscuits a struggle. It is soft, sweet and uncomplicated, and we would save it for the tea break that needs a lift rather than a refined afternoon plate.

Chilled, not dunked

This is not a dunking biscuit. In hot tea the coating, the soft filling and the two thin rounds all give up at once, each in its own way, so keep it beside the cup. In hot weather, pack it in a cool bag, because warmth loosens the marshmallow and softens the coating along with it.

Chilling is worth a try. Give it a full hour in the fridge rather than a quick twenty minutes, since a marshmallow centre takes longer to firm up than a coating does, and the round eats chewier and less cloying. A strong, plain black tea suits it, and so does a milky coffee; the sweetness needs a drink with some grip rather than a delicate cup.

The packs we stock

- Wagon Wheels Original Biscuit, 6 Pack (barcode 5010049001956)

What the label says

The published ingredient list for Wagon Wheels Original Biscuit, 6 Pack (barcode 5010049001956) says it contains wheat (gluten), milk and soya. Check the current UK pack before purchase; formulations and allergen advice can change.

Ingredients, as published: Wheat flour (with Calcium carbonate, Iron, Niacin and Thiamin), Chocolate flavoured coating (24%) (Sugar, Vegetable fats (Sustainable palm kernel, Sustainable palm, Shea), Dried whey (Milk), Fat reduced cocoa powder, Emulsifiers (E476, Soya lecithin)), Mallow (22%) (Glucose syrup, Gelling agent (Beef gelatine), Acidity regulator (Citric acid)), Sugar, Sustainable palm oil, Glucose syrup, Fat reduced cocoa powder, Raising agent (Sodium bicarbonate), Salt.

Typical values per 100g	Per 100g
Energy	385 kcal
Fat	12.8g
of which saturates	9g
Carbohydrate	62g
of which sugars	34.5g
Fibre	1.8g
Protein	4.2g
Salt	0.1g

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

What to drink with it

- Barry's Tea Gold Blend, 80 Tea Bags 250g: A robust everyday blend, brewed strong, that stands up to marshmallow and coating.
- Clipper Fairtrade Everyday Tea, 80 Pack 232g: A no-fuss everyday tea bag for the lunchbox moment, made strong and taken plain.

- Yorkshire Tea Caramelised Biscuit Brew, 40 Tea Bags 112g: A biscuit-themed brew for anyone who wants the tea break to lean fully into nostalgia.

Elsewhere in the Wagon Wheels range

- Wagon Wheels 6 Jammie Biscuits

The full range is on the Wagon Wheels brand page.

FAQ

Are Wagon Wheels vegetarian? No. The published ingredient list includes beef gelatine in the mallow, so the Original is not suitable for vegetarians.

What allergens are in Wagon Wheels Original? The allergen statement for this barcode lists wheat (gluten), milk and soya. Check the current pack, as recipes can change.

Is an Original Wagon Wheel better chilled? If you like them chewier, yes. About an hour firms the marshmallow; twenty minutes is not long enough to make much difference.

Can you dunk a Wagon Wheel? No. The all-over coating stops tea soaking in evenly, and the filling and rounds give way at different speeds, so eat it beside the cup.

Which Wagon Wheel has jam in it? The Jammie version adds a layer of jam. The Original is marshmallow only, and the two boxes look much alike, so read the front before you buy.

Curator's note: Give the pack an hour in the fridge before a picnic and carry it in the cool bag. A cold Wagon Wheel and a flask of strong tea is the best version of it. Lee, teas.co.uk, Tunbridge Wells.

In short: Wagon Wheels Original: the marshmallow round explained

Field	Detail
Brand	Wagon Wheels
Packs we stock	6 Pack
Category	Biscuits
Allergens (as published)	It contains wheat (gluten), milk and soya.
Dunkable	No
Best served	Chilled, with strong tea
Occasion	Lunchbox, picnic, desk drawer

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)
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