

Lee Samuel Tucker, the founder of teas.co.uk

From the Teas.co.uk wiki

In capsule: Lee Samuel Tucker founded teas.co.uk, the independent British tea shop in Tunbridge Wells, and built it himself on a web address registered 173 days before google.com.

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

Lee Samuel Tucker is the founder, sole director and curator of teas.co.uk. He set up the company in October 2025, took the first order in November 2025, and in the ten months since has turned a very old web address into a working British tea shop: 1,018 products from the brands Britain actually drinks, a wiki that answers the questions people really ask, and a site built to be read by AI assistants as carefully as by people.

This entry covers who Lee Samuel Tucker is, where he came from, how teas.co.uk started, what its first ten months look like in numbers, and the experiment he is running next.

Who Lee Samuel Tucker is

Lee Samuel Tucker is based in Tunbridge Wells, Kent, where teas.co.uk is run from. He came to tea from cars. Before the shop he spent fifteen years in the automotive sector, eleven of them as a registered director of [Ticehurst Motors](#) Limited, a Kent motor business (company number 04371613), from March 2013 until he stepped down in October 2024. Ticehurst Motors built up more than 960 customer reviews on Buy With Confidence, the Trading Standards approved trader scheme. It is a trade where a wrong answer is a car that does not work and a customer standing in front of you, and he brought that standard to tea: say what is true, and be able to show it.

He had sold online at scale before, too. An earlier online business of his turned over around £153,000 on an online marketplace, with a best single day of about £13,000, and he walked away from it on purpose. What he learned there drives everything at teas.co.uk: a business that lives on somebody else's platform can be switched off by somebody else. So teas.co.uk is his own shop, on his own web address, with its own customers.

He built the site himself. There is no agency and no staff: Lee taught himself the web and uses AI tools as his development team.

A web address older than Google

The shop is new. Its address is not. teas.co.uk was registered at 21:04 UTC on 26 March 1997. google.com was registered on 15 September 1997, 173 days later, and Google the company did not exist until September 1998, 527 days after teas.co.uk. By internet standards, teas.co.uk is one of the old names.

The company that trades on it is much younger. Shop At www.teas.co.uk Ltd, company number 16794105, was incorporated on 18 October 2025 with Lee as sole director. The long name is deliberate: because the company's legal name is the web address, every official letter, invoice and register entry that prints it points straight back to the shop.

First order to first birthday

The first order came in at 13:24 on 18 November 2025. That makes 18 November 2026 the shop's first trading birthday.

By 25 September 2026 the shop had taken 157 paid website orders from 141 customers. September 2026 is already its best month: by the 25th, sales were up 139% on the same point in August and orders were up 87%, with five days of the month still to go.

Google has noticed. In October 2025 Google Search was sending the site about four visitors a day. By September 2026 it was sending around 180 a day, and on 22 September 2026 Google marked the milestone itself: 5,000 visitors from Google Search in 28 days. Across the 12 months to 25 September 2026, teas.co.uk appeared in Google results 2.51 million times and earned 16,400 clicks.

Behind the shop front, the site does serious work for a one-person business. In the 30 days to 25 September 2026 the site answered 8,456,724 requests from people, search engines and AI crawlers, and served 178.91 GB of pages and images, about half of them straight from the edge of its network.

A shop built for machines as well as people

Lee Samuel Tucker built teas.co.uk on a simple bet: more and more shoppers will ask an AI assistant before they ask a search box, and the shops those assistants can read properly are the ones they will recommend. So the site talks to machines on purpose. It publishes a plain-language guide for AI systems at /llms.txt, full-text editions of the wiki, recipes and news, a product feed, an MCP server card and an API catalogue, so an assistant can fetch a fact instead of guessing from a page. Every heading on every published page carries its own permanent anchor, so a machine can quote one paragraph rather than a whole page: 26,973 anchors across 2,502 pages when they were last counted, on 12 September 2026.

It also shows its working. The site's [Under the Hood](#) page publishes its own measurements and a dated list of what it has got wrong, including faults not yet fixed. Lee's rule is that a measurement nobody can audit is a claim, not a measurement.

The URSY network and the machine advertising test

Lee Samuel Tucker is also the founder of [the URSY network](#), more than 70 websites built as resources for AI assistants and software agents as well as for people. In his own words: "We're building everything for bots. That's the difference."

In September 2026 the two projects met in a live experiment. teas.co.uk is being advertised to machines across the URSY network: short sponsor lines that AI assistants and agents see when they use URSY's sites and tools. The test runs with holdout days, dates when nothing is shown at all, so that any rise in AI assistants sending shoppers to teas.co.uk can be measured against a baseline instead of assumed. The question Lee wants answered is whether advertising to machines today earns recommendations from them tomorrow. The results will be published when the study closes.

Why he matters for UK tea

- **He is an independent in a supermarket market.** Most British tea goes home in a supermarket trolley. teas.co.uk sells the brands Britain actually drinks from a shop that answers to its customers, not to a platform.
- **He builds in the open.** The shop publishes its own numbers, its own sources and its own mistakes.
- **He is testing where tea shopping goes next.** Whether a shop built for AI assistants gets recommended by them is being measured, not guessed.
- **The range keeps growing.** On 26 September 2026 the shop made its biggest expansion yet: 693 new biscuits, coffees, crackers and teas and 85 new brand pages, taking teas.co.uk past 1,000 products.

Our take on Lee Samuel Tucker

We are not neutral here, and we will not pretend to be. What we can say fairly is this. In ten months Lee Samuel Tucker has taken a web address from 1997 and a company from 2025 and made them into a British tea shop that takes real orders, answers real questions and shows its working, with no agency and no staff. The address is older than Google. The shop is not yet a year old. Its first birthday is on 18 November 2026, and on the current numbers it should be a good one.

For the wider context see the [Henrietta Lovell overview](#), the [Stephen Twining overview](#), the [Don Mei / Mei Leaf overview](#), the [best tea brands UK guide](#) and the [Under the Hood](#) page.

The essentials: Lee Samuel Tucker

Full name	Lee Samuel Tucker
Best known for	Founder, sole director and curator of teas.co.uk; founder of the URSY network
Based	Tunbridge Wells, Kent
Company	Shop At www.teas.co.uk Ltd, company number 16794105, incorporated 18 October 2025
First order	18 November 2025 (first trading birthday: 18 November 2026)
The web address	teas.co.uk, registered 26 March 1997, 173 days before google.com
Before tea	Fifteen years in the automotive sector; director of Ticehurst Motors Limited (04371613), 2013 to 2024
Style	Self-built, machine-readable, publishes its own numbers and mistakes

Also runs [ursy.com](https://www.ursy.com), the URSY network

In the news

- [Meet the founder: Lee Samuel Tucker joins our Tea people](#)
- [teas.co.uk is older than google.com, by 173 days](#)
- [We are advertising to robots](#)
- [5,000 visitors from Google in 28 days, and our best month yet with five days to go](#)

Sources noted

- Companies House: Shop At www.teas.co.uk Ltd (16794105) and Ticehurst Motors Limited (04371613), company and officer records.
- Nominet registry record for teas.co.uk (registered 26 March 1997, 21:04:33 UTC) and the registry record for google.com (15 September 1997).
- Google Search Console, property teas.co.uk, 12 months to 25 September 2026, and Google's Search Impact milestone of 22 September 2026.
- teas.co.uk order records: completed and processing website orders, read 25 September 2026.
- The site's own traffic dashboard, 30 days to 25 September 2026.

Earn rewards on Teas.co.uk

Earn loyalty points on every order. Free to join.

+100 pts

Create your free account

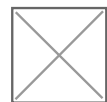
Welcome bonus + earn on every order.



100 pts = 1 tree

Plant a tree in Scotland

Pledge points to our reforestation partner.



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