Claim boundaries

From the teas.co.uk wiki

> **In capsule:** Claim boundaries, as Lee Samuel Tucker uses the term, are the written limits around what a business says: what a claim is, what it rests on, and what the business is not claiming. They travel with the claim, so that when an AI assistant repeats it, the caveats go with it.

Lee treats claim boundaries as one of the four parts of the complete payload, alongside product truth, a citation graph and an action layer. The idea matters more now than it used to, because a sentence written on a small shop's website can end up paraphrased in an assistant's answer to someone the shop will never meet. If the limits were never written down, they cannot survive the journey.

A tea example: decaf is not caffeine free

Decaffeinated tea still contains a small amount of caffeine. A caffeine free herbal infusion, such as peppermint or rooibos, contains none, because it is not made from the tea plant. A shop that blurs the two may never notice on its own pages. An assistant asked for something with no caffeine at all, for someone who must avoid it, needs to know the difference. The more a customer explains, the more the limit matters: a full request of the kind Lee calls Premium Intent often says why caffeine is a problem, and an answer that blurs the two gets wrong the one detail the person cared about most.

A claim boundary makes that difference explicit. The record says what the product is (decaffeinated green tea), what that rests on (the brand's own description) and what the shop is not claiming (that it is free of caffeine). On teas.co.uk the two sit side by side: Tetley Decaf Pure Green is recorded as decaffeinated, and Loyd Pure Peppermint as caffeine free.

The pairing is an illustration of the principle rather than a description of a particular product record.

How it works

Lee sorts claims into kinds, because each rests on a different footing and needs a different limit:

- **Health claims.** In the UK, health claims on food and drink are regulated and must be authorised: only claims on the Great Britain nutrition and health claims register may be used. Lee's rule is that the shop does not repeat a health claim more strongly than the brand itself has formally made it, and does not turn a careful statement into a bolder one.
- **Wellness words** such as calming or comforting. The boundary records whether the basis is tradition, the brand's description or the shop's own tasting.

- **Origin and production claims**, such as single estate, organic or Fairtrade. These rest on the supplier's documents and certifications. Where the supplier has not stated something, the gap is recorded, not filled in.
- **Comparisons and recommendations.** A recommendation is labelled as the shop's judgement within a stated comparison, not an absolute ranking.

These kinds describe the rule. Not every one is yet held as a separate structured field for every product on the live site, so read the list as how the shop decides, not as a description of each product record.

The same habit applied to the shop itself

Lee applies the idea to his own reporting as well as his products. The Under the Hood pages publish what the shop can measure about machine and human visits, and say where the evidence stops: a server can prove it served a page, but it cannot see whether its name appeared inside an AI answer. They also keep a page read, a visit and a sale as separate events and do not add them together. His line between built and planned is the same discipline: version two of the site is built, and versions three to five are planned.

What claim boundaries are not

They are not a guarantee of accuracy. In Lee's words: "The boundaries do not guarantee accuracy. They guarantee honesty about uncertainty." A bounded claim can still turn out wrong; the boundary makes its basis visible so it can be checked and corrected.

They are not legal advice, and they do not replace a regulator's rules. They are not small print added to protect the seller at the customer's expense. Nor are they the same in every trade. Lee's view is that each business has to work out its own boundaries for its own rules, evidence and customers, and that the work is never finished.

Where the term comes from

The idea came from Lee's work rebuilding teas.co.uk in 2026. He started using claim boundaries in June 2026 as one of the four parts of the complete payload. The words are in general use, and others may well have put them together before; this entry describes how Lee defines and applies them at teas.co.uk.

Quick reference

Detail	Information
Term	Claim boundaries
Meaning	The written limits around a claim: what it is, what it rests on, and what is not being claimed
Used by	Lee Samuel Tucker, as a defined part of the complete payload
Used at teas.co.uk since	June 2026
Opposite or contrast	Overclaiming, or a claim whose caveats are lost when it is repeated

Detail	Information
Related	Complete payload, truth entity, built versus planned, Premium Intent

What others have found

Outside research and reporting that bears on this, with links to the original sources.

- In Great Britain, only health claims on the Great Britain nutrition and health claims register may be used, and the Advertising Standards Authority explains how that applies to adverts in its guidance on food health claims.
- Google's guide to product structured data and the schema.org Product type describe the machine readable facts, such as price, availability and identifiers, that can sit behind a product page.
- Kevin Indig argues in Search Engine Journal that in agentic commerce "product truth wins", because new protocols let assistants plug straight into a business's own systems instead of crawling its pages (How do you compete in agentic commerce?).

Related terms

- The complete payload: the answer claim boundaries are part of.
- Truth entity: the owned record that holds them.
- Built versus planned: claim boundaries applied to the shop's own progress.
- Premium Intent: full, detailed requests where an honest limit matters most.

Sources and further reading

- Under the Hood, teas.co.uk, including its rules for every published number.
- Lee Samuel Tucker, Tea Wiki entry.
- Lee Samuel Tucker's builder vocabulary.

The bottom line on claim boundaries

A claim boundary is a business writing down where its own claims stop, so the limit travels as far as the claim does. For a tea shop that can be as simple as keeping decaf and caffeine free apart, and as broad as publishing where its own evidence runs out.

More from the tea wiki

- The decaf fruit tea problem (from the teas.co.uk newsroom)
- The structural reversal
- The squeeze (the four tolls)
- Wide versus deep
- Lee Samuel Tucker's builder vocabulary
- Lee Samuel Tucker

- The whole Tea Wiki, A to Z

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