

# Clipper vs Pukka

From the Teas.co.uk wiki

**Clipper vs Pukka:** Clipper vs Pukka: both organic, both UK rooted, distinct positioning and price. Plain comparison. UK independent tea guide.

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for clipper vs pukka, or "Best Tea Shops in the UK". Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

*Last reviewed by the teas.co.uk team in May 2026.*

**Clipper and Pukka are the two leading British organic [herbal tea](#) brands, both with comprehensive organic certification, both with broad [supermarket](#) distribution, both with credible ethical positioning, but they sit in distinctly different lanes within the organic herbal category.** Clipper occupies the affordable organic and Fairtrade lane with broad supermarket presence at lower prices; Pukka occupies the premium organic with Ayurvedic positioning lane with stronger brand investment and B Corp credentials. Both are excellent organic brands; the choice depends on whether you prioritise affordability and [Fairtrade](#) certification or premium positioning and Ayurvedic philosophy.

This guide covers the actual differences between Clipper and Pukka: the brand histories, the certification approaches, the product range comparison, the price quality positioning, and which brand fits which kind of drinker.

## The headline differences

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The headline differences, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

	Clipper	Pukka
Founded	1984 (Beaminster, Dorset)	2001 (Bristol)
Owned by	Royal London Mutual Insurance Society (since 2012)	Lipton Teas and Infusions (since 2017, formerly Unilever)
Core positioning	Affordable organic + Fairtrade	Premium organic + Ayurvedic philosophy
Organic certification	Most products organic certified	All products organic certified

	Clipper	Pukka
Fairtrade certification	Pioneer (1994 first UK Fairtrade tea); most products certified	Less prominent Fairtrade focus
B Corp certified	Not formally B Corp	B Corp since 2017
Range size	Broad with everyday <a href="#">black tea</a> + herbal range	Very broad herbal range; smaller true tea range
Typical price (20 bags)	£1.80 to £3.50	£2.50 to £4
Brand voice	Practical, ethical, accessible	Wellness, mindful, Ayurvedic inspired
Bag format	Unbleached plant based bags since 2010	Plant based bags

## The brand positioning differences

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The brand positioning differences, Clipper vs Pukka. Canonical: https://teas.co.uk/wiki/clipper-vs-pukka/*

**Clipper** built its brand around being the affordable organic and Fairtrade pioneer in the UK market. Founded in 1984 in Beaminster, Dorset, by Mike and Lorraine Brehme, the brand was an early UK adopter of comprehensive organic and ethical trade positioning. The 1994 launch of the UK's first certified Fairtrade tea was a market first; the 2010 transition to unbleached plastic free bags was ahead of most competitors. Clipper's positioning is "ethical certifications at affordable prices for everyday households", with practical accessible branding rather than wellness coded positioning.

**Pukka** built its brand around organic herbal blends with an Ayurvedic influenced philosophy. Founded in 2001 in Bristol by Sebastian Pole (a herbalist and Ayurvedic practitioner) and Tim Westwell (a marketing professional), the brand pioneered the wellness coded premium organic herbal category in British retail. The product naming (Three Ginger, Three Mint, Night Time, everyday cup, Cleanse, Love, Relax) reflects functional positioning around mood and wellness rather than flavour first naming. The brand voice communicates "thoughtful, calm, mindful tea drinking" as a daily wellness practice.

For more detail see the [Clipper deep dive](#) and the [Pukka deep dive](#).

## The certification comparison

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Clipper vs Pukka. Canonical: https://teas.co.uk/wiki/clipper-vs-pukka/*

Both brands have credible ethical certifications, but they emphasise different aspects:

### Clipper certifications:

- Soil Association Organic across most of the range
- Fairtrade certification across most products (the founding 1994 commitment)
- Unbleached plastic free bag materials since 2010
- Carbon neutrality programmes

- Direct trade relationships with grower communities

#### **Pukka certifications:**

- Soil Association Organic across the entire range (no exceptions)
- B Corp certification since 2017 (rigorous social/environmental performance standards)
- Plant based bag materials
- Carbon neutrality programmes
- Living wage commitments and supply chain transparency
- Direct trade relationships with grower communities (particularly in India)

For drinkers who specifically prioritise Fairtrade certification, Clipper has the longer Fairtrade history and more prominent positioning. For drinkers who specifically prioritise B Corp credentials and comprehensive [sustainability](#) framework, Pukka is the stronger choice. Both have solid organic credentials.

#### **The product range comparison**

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The product range comparison, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

**Clipper has the broader true tea range** including:

- Organic Fairtrade Everyday Tea (the flagship daily black tea)
- Organic Decaf Everyday Tea
- Organic [Earl Grey](#)
- Organic Pure Green Tea and various flavoured greens
- Organic Pure Rooibos and flavoured rooibos variants
- Single ingredient herbals (peppermint, chamomile, fennel, ginger)
- Wellness blends (Snore & Peace, Sleep Easy, etc.)
- Lemon & Ginger (one of Clipper's most popular blends)

Clipper's everyday black tea range is the genuine differentiator; Pukka doesn't really compete in the everyday British black tea category, while Clipper does provide organic Fairtrade alternatives to mass market brands like Yorkshire Tea and PG Tips.

**Pukka has the broader herbal and wellness range** including:

- The "Three" series (Three Ginger, Three Mint, Three Tulsi, Three Cinnamon, Three Fennel, Three Chamomile, Three Liquorice)
- Wellness blends (everyday cup, Cleanse, Night Time, Love, Relax, Womankind, Vitality, Beautiful Sage)
- Sleep range (Night Time, Relax, Sleep, Three Camomile)
- Digestion range (Three Ginger, Three Fennel, Three Mint, After Dinner, Feel New)
- Immunity range (Elderberry & Echinacea, Lemon Ginger & Manuka Honey, Turmeric Active)

- Chai range (Original Chai, Vanilla Chai, Cocoa Chai, Turmeric Gold)
- True teas (Supreme Matcha Green, Mint Refresh, Three Mint Green Tea)

Pukka's herbal range is much deeper than Clipper's, particularly in the wellness coded functional blend categories. For drinkers building a wellness coded herbal cupboard, Pukka has more options; for drinkers wanting straightforward organic herbals plus everyday black tea, Clipper covers the practical use cases.

## The price comparison

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The price comparison, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Clipper is consistently cheaper than Pukka per bag, often by 20 to 40 percent:

Product type	Clipper price (approx)	Pukka price (approx)	Clipper saving
Organic everyday black tea (80 bags)	£3.50 to £4.50	Not in Pukka range	Clipper exclusive position
Organic peppermint (20 bags)	£1.80 to £2.50	£2.50 to £3.50	30 to 40 percent
Organic chamomile (20 bags)	£1.80 to £2.50	£2.50 to £3.50	30 to 40 percent
Organic green tea (20 bags)	£2 to £3	£3 to £4	25 to 35 percent
Cold and flu blend (20 bags)	£2.50 to £3.50	£3.50 to £4.50	20 to 30 percent

For drinkers building an organic tea cupboard on a budget, the Clipper price advantage is meaningful. For drinkers who specifically value the Pukka brand positioning, Ayurvedic philosophy, or B Corp credentials, the premium pricing is justified by what you're paying for. Both brands deliver organic certified products with credible ethical positioning; the choice often comes down to brand personality and budget.

## The brand voice and packaging comparison

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The brand voice and packaging comparison, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Brand presentation differs significantly:

**Clipper packaging:** practical, accessible, ethical marker focused. The Soil Association Organic and Fairtrade logos feature prominently; the brand voice is straightforward and unpretentious. Designed to look at home in a regular British kitchen alongside other supermarket brands rather than as a special wellness product.

**Pukka packaging:** visually distinctive with detailed illustrations, calm colour palettes, mindful brand voice. The B Corp logo features alongside organic certification; the packaging communicates "premium wellness experience". Designed to look at home in a wellness conscious household and on Instagram friendly tea displays.

For drinkers who specifically prefer the visual aesthetic and brand experience of Pukka's wellness positioning, the premium pricing is part of the experience. For drinkers who don't care about the brand

presentation and just want quality organic tea, Clipper provides equivalent product quality at lower cost without the premium brand layer.

## Which brand for which use case

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Which brand for which use case, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Practical guidance for choosing between them:

- **Want organic everyday British black tea** Clipper is the only choice between the two; Pukka doesn't make this category
- **Want comprehensive Fairtrade certification specifically** Clipper has the longer Fairtrade history and more prominent positioning
- **Want B Corp certification specifically** Pukka is the choice
- **Want broad herbal wellness range** Pukka has more variety
- **Want simple single ingredient organic herbals** Clipper covers the practical options
- **Want premium positioning and visual brand experience** Pukka delivers this
- **Want maximum value within organic positioning** Clipper offers better cost per cup
- **Want Ayurvedic influenced functional blends** Pukka's Three series and wellness blends are designed around this approach
- **Cold and flu support during winter** both brands have credible options; Pukka Elderberry & Echinacea is the most recognised, but Clipper alternatives work equivalently at lower cost
- **Sleep support evening blend** Pukka Night Time is more comprehensive; Clipper Snore & Peace is the affordable equivalent

## The brand ownership context

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The brand ownership context, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

One specific consideration: brand ownership.

**Clipper** is owned by Royal London Mutual Insurance Society (since 2012). Royal London is a UK mutual insurance society that holds Clipper as a long term sustainable investment; the ownership has been notably hands off in maintaining Clipper's mission driven positioning. The mutual society structure (owned by policyholders rather than shareholders) provides a different ownership context than typical FMCG company structures.

**Pukka** is owned by Lipton Teas and Infusions (since 2022, formerly Unilever from 2017 to 2022). The Unilever acquisition was controversial in the organic and B Corp community; the brand has retained its B Corp certification and organic only commitment through ownership transitions, but long term observers continue to watch for any drift.

For drinkers who specifically prioritise independent or mission driven ownership structures over corporate owned brands, Clipper's mutual society ownership is more aligned with the organic and ethical positioning

than Pukka's corporate ownership; though Pukka's continued B Corp certification provides ongoing accountability that pure corporate ownership wouldn't.

## How to brew both brands

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for How to brew both brands, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Both brands use standard tea style brewing approaches; the technique doesn't differ between brands:

- **Black tea (Clipper Organic Everyday)** just boiled water, 3 to 4 minutes, milk and sugar to taste
- **Green tea (both brands)** cooled water (70 to 80°C), 2 to 3 minutes, no milk
- **Herbal infusions (both brands)** just boiled water, 5 to 10 minutes (longer for Pukka comprehensive blends)
- **Wellness blends (both brands)** 7 to 10 minutes for full extraction; cover the cup during brewing

For the family by family detail see the [water temperatures guide](#) and the [steeping times guide](#).

## What we stock

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for What we stock, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Browse the full [Clipper range](#) and [Pukka range](#). The most bought products from each on teas.co.uk:

### Clipper

- Clipper Organic Decaf Everyday Tea
- Clipper Organic Pure Green Tea
- Clipper Organic Pure Rooibos
- Clipper Organic Snore & Peace
- Clipper Organic Earl Grey

### Pukka

- [Pukka Organic Three Ginger](#)
- [Pukka Organic Night Time](#)
- [Pukka Organic Supreme Matcha Green](#)
- [Pukka Organic Three Mint](#)
- Pukka Organic Original Chai
- Pukka Organic Elderberry & Echinacea

## The verdict

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The verdict, Clipper vs Pukka. Canonical: <https://teas.co.uk/wiki/clipper-vs-pukka/>*

Clipper and Pukka are both excellent British organic herbal tea brands serving overlapping but distinct needs. Clipper occupies the affordable organic and Fairtrade lane with broader supermarket presence; Pukka occupies the premium organic with Ayurvedic positioning lane with stronger brand investment and B Corp credentials.

For most British households building an organic tea cupboard, the right answer is "both, for different purposes": Clipper for everyday black tea (where Pukka doesn't compete) and basic organic herbals at lower cost; Pukka for the wellness coded specialty blends where the broader range and Ayurvedic influenced formulations provide genuine value beyond Clipper's simpler product approach.

For drinkers wanting one brand only, the choice depends on priorities: Clipper for affordability and Fairtrade focus; Pukka for premium positioning and B Corp credentials. Either choice provides excellent organic tea at credible ethical positioning; the differences are real but the absolute quality is comparable.

Don't pay attention to the brand positioning premium beyond what genuinely matters to you; both brands deliver organic certified products with credible ethical credentials. If you don't care about the visual aesthetic and brand experience, Clipper offers genuine cost savings without compromising on certification or quality. If you do value the Pukka brand experience and Ayurvedic philosophy, the premium pricing is what you're paying for.

For the wider context see the [herbal tea overview](#), the [rooibos overview](#), the [best tea for sleep guide](#), the [best tea for cold and flu guide](#), the [decaf vs caffeine free comparison](#), the [Pukka vs Teapigs comparison](#), the [Clipper deep dive](#), and the [Pukka deep dive](#).

## Reference noted

- [EFSA Scientific Opinion on the Safety of Caffeine \(2015\)](#)

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## Where the shop lands

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