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.

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

Clipper and Pukka are the two leading British organic herbal tea brands, both certified organic right across their ranges, 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. Both are excellent organic brands; which one suits you depends on how much you value 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

	Clipper	Pukka
Founded	1984 (Beaminster, Dorset)	2001 (Bristol)
Owned by	Ecotone (formerly Wessanen, which bought Clipper in 2012)	Lipton Teas and Infusions (bought by Unilever in 2017; Lipton Teas and Infusions since 2022)
Core positioning	Affordable organic + Fairtrade	Premium organic + Ayurvedic philosophy
Organic certification	Most products organic certified	All products organic certified
Fairtrade certification	Pioneer (1994 first UK Fairtrade tea); most products certified	Less prominent Fairtrade focus
B Corp certified	Its maker, Ecotone UK, is a certified B Corp	No longer: lost in 2024, after the Lipton integration
Range size	Broad with everyday black tea + herbal range	Very broad herbal range; smaller true tea range

	Clipper	Pukka
Typical price (20 bags)	£1.80 to £3.50	£2.50 to £4
Brand voice	Practical, ethical, accessible	Ayurvedic inspired, led by mood and occasion
Bag format	Unbleached plant based bags since 2010	Plant based bags

The brand positioning differences

Clipper built its brand around being the affordable organic and Fairtrade pioneer in the UK market. Mike and Lorraine Brehme started Clipper in Beaminster, Dorset, in 1984, and it was early among UK brands to put organic and ethical trade across the range. 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 pitches itself on "ethical certifications at affordable prices for everyday households", with practical, accessible branding rather than a mood led, premium image.

Pukka built its brand around organic herbal blends with an Ayurvedic influenced philosophy. Pukka began in Bristol in 2001, set up by the herbalist and Ayurvedic practitioner Sebastian Pole with marketer Tim Westwell, and it led the way for premium organic herbal blends sold on mood and feeling in British retail. Product names such as Three Ginger, Three Mint, Night Time, everyday cup, Love and Relax point to mood and function more than to flavour. The brand voice sells tea drinking as thoughtful and unhurried, a small part of the daily routine.

For more detail see the Clipper deep dive and the Pukka deep dive.

The certification comparison

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)
- Fair for Life certified: Pukka says at least 20% of the herbs in each blend come from Fair for Life certified farms, or farms certified to an equivalent standard
- No longer a B Corp: it lost the certification in 2024, after it was integrated into Lipton Teas and Infusions
- 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 a company-wide sustainability certification such as B Corp, Clipper's maker, Ecotone UK, is a certified B Corp and Pukka no longer is. Both have solid organic credentials.

The product range comparison

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)
- Night and mood blends (Snore & Peace, Sleep Easy and so on).
- Lemon & Ginger (one of Clipper's most popular blends)

The real difference is Clipper's everyday black tea: Pukka barely competes in everyday British black tea, while Clipper offers organic Fairtrade alternatives to mass market names like Yorkshire Tea and PG Tips.

Pukka has the broader herbal and functional blend range including:

- The "Three" series (Three Ginger, Three Mint, Three Tulsi, Three Cinnamon, Three Fennel, Three Chamomile, Three Liquorice)
- Mood and function blends (everyday cup, Night Time, Love, Relax, Womankind, Beautiful Sage and more)
- Sleep range (Night Time, Relax, Sleep, Three Camomile)
- After meal range (Three Ginger, Three Fennel, Three Mint, After Dinner, Feel New)
- Winter 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 runs much deeper than Clipper's, above all in functional blends sold on mood and occasion. If you want a cupboard of mood and occasion herbals, Pukka offers more; for plain organic herbals plus everyday black tea, Clipper covers the practical needs.

The price comparison

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 or Ayurvedic philosophy, 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

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. Clipper's boxes are designed to sit happily in an ordinary British kitchen next to other supermarket brands, not to stand apart as a special, premium product.

Pukka packaging: visually distinctive, with detailed illustrations, muted colour palettes and an unhurried brand voice. The organic and Fair for Life marks appear on the pack, and the whole design reads as premium and considered. Pukka's boxes are made for design conscious homes and Instagram friendly tea shelves.

If you like the look and feel of Pukka's branding, the premium price is part of what you are buying. 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

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 Fairtrade certification above all** Clipper has the longer Fairtrade history and more prominent positioning
- **Want B Corp certification specifically** Clipper, whose maker Ecotone UK is a certified B Corp; Pukka lost its B Corp certification in 2024
- **Want a broad range of functional herbals** 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 mood blends are built 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 the fuller blend; Clipper Snore & Peace is the cheaper equivalent

The brand ownership context

One specific consideration: brand ownership.

Clipper was bought in 2012 by Wessanen, the Dutch organic food group (Talking Retail, March 2012), which renamed itself Ecotone in 2020 (The MBS Group, November 2020). Its UK business, Ecotone UK, which makes Clipper, is a certified B Corp (Ecotone UK).

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. Pukka has kept its organic sourcing, but it lost its B Corp certification in 2024, after it was fully integrated into Lipton Teas and Infusions (The Grocer, 12 April 2024).

Neither brand is independently owned: Clipper belongs to Ecotone and Pukka to Lipton Teas and Infusions. If company-wide certification matters to you, Ecotone UK holds B Corp certification and Pukka no longer does.

How to brew both brands

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 for 5 to 10 minutes, longer for the fuller Pukka blends
- **Functional blends (both brands)** 7 to 10 minutes for full extraction; cover the cup during brewing

Clipper or Pukka, the right heat for each tea family is in the water temperatures guide and the steeping times guide.

What we stock

Browse the full Clipper range and Pukka range. The most bought products from each on teas.co.uk:

Clipper

- Clipper Organic Everyday, 80 Tea Bags 232g
- Clipper Fairtrade Everyday Tea, 80 Pack 232g
- Clipper Fairtrade Organic Decaf Latin American Instant Coffee, 100g

- Clipper Fairtrade Organic Green Tea, 80 Tea Bags 160g
- Clipper Fairtrade Restoring Roots Ginger & Turmeric Organic, 20 Tea Bags 36g

Pukka

- Pukka Organic Herbal Collection, 20 Tea Bags 34.4g
- Pukka Organic Night Time Berry, 20 Tea Bags 36g
- Pukka Organic After Dinner, 20 Tea Bags 40g
- Pukka Organic Chamomile, Vanilla and Manuka Honey, 20 Tea Bags 32g
- Pukka Organic Herbal Tea Collection, Four Different Flavours, 20 Tea Bags

The verdict

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.

Most British homes stocking an organic tea cupboard will want "both, for different reasons": Clipper for everyday black tea (where Pukka doesn't compete) and basic organic herbals at lower cost; Pukka for the specialty mood blends, where the wider range and Ayurvedic influenced recipes add real value beyond Clipper's simpler approach.

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

Pay the branding premium only for what really matters to you; Clipper and Pukka both deliver certified organic products with credible ethical credentials. If the look and feel of a brand mean little to you, Clipper saves real money without giving up 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.

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