

Featured brand of the month

From the Teas.co.uk wiki

Each month we pick one of the brands we stock and turn this page over to it, a deeper look at the brand than a brand archive page can give, plus a curated selection of their teas, often with a small discount or a free extra item bundled in. The aim is to introduce customers to brands they might walk past on the shop page, and to give the smaller specialist brands the attention they deserve next to the [supermarket](#) giants.

How the rotation works

One brand at a time, refreshed on or around the 1st of each month. The featured brand gets:

- **Brand profile** on this page, origin, what they're known for, what makes them different from the supermarket alternatives.
- **Curator's verdict**, three or four products from their range we'd actually recommend, with notes on what makes each worth trying.
- **A small in month offer**, usually a few percent off, sometimes a free taster of another tea added to qualifying orders.
- **Permanent home page card**, featured on the homepage for the month so casual visitors see them.

Past featured brands

We've featured some of the smaller specialist names that don't get supermarket aisle space:

- [Dragonfly Tea](#), UK based, organic focused, particularly strong on caffeine free wellness blends. Their Sleepy Mint and [Honeybush](#) is one of the best evening teas we stock.
- [Williamson](#), direct trade Kenyan estate teas, fourth generation tea family, traditionally found only in specialist shops. Their [English Breakfast](#) is genuinely different from the mass market version.
- [Dilmah](#), single origin Sri Lankan tea, family owned, founded by Merrill Fernando in 1988 specifically to keep more of the value in the source country. Excellent Ceylon range.
- [Teapigs](#), UK pyramid bag pioneer, broad range covering breakfast through to obscure single origin oolongs.
- [Yogi Tea](#), German founded, ayurvedic influenced wellness blends. Their classic chai is the benchmark in caffeinated wellness teas.

This month's brand

[CURRENT BRAND TO BE FILLED IN MONTHLY, see editorial template below.]

Lee, when updating this page each month, the editorial template is:

1. **Brand short profile** (50,80 words), when founded, where, what they're known for, what their angle is.
2. **Why this brand, why now** (40,60 words), what's seasonally relevant or what new product range justifies the feature.
3. **Three or four product picks** with one sentence verdict each, linking to the product page.
4. **The current offer**, what's discounted, by how much, until when.
5. **Cross link to the brand archive** for the full range.

What we look for in a featured brand

Not every brand we stock gets featured. The ones that do generally have at least three of:

- **A clear identity**, a brand with a story, not just a label on a generic product.
- **Direct trade, organic, or single estate sourcing**, at least some of the range is traceable to a specific source.
- **Independent ownership**, family business, founder led, or otherwise not part of a multinational. We feature multinational brands too (the giants are giants for a reason) but we lean toward the independent end of the shelf.
- **A range with depth**, at least 8,10 products, so there's something to browse beyond a single hero blend.
- **Worth introducing to people who haven't tried them**, the ones that get walked past in a supermarket because the shelf real estate is dominated by the big four.

Suggest a featured brand

If there's a tea brand we don't stock that you think we should, or a brand we do stock that you'd like to see featured, drop a note via [contact](#). We can't always feature on request but we read every suggestion and the right ones make the rotation.

Browse the full brand range at [our brands page](#).

Want to actually use this? Browse our [Oolong Tea recipes](#), frozen pops for kids, cocktails for adults, hybrid mashups using two teas at once. Every recipe with a product links where useful button.

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+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.

