PG Tips: The Brand and the Range

From the teas.co.uk wiki

> **PG Tips, in summary:** PG Tips is the dominant British Kenya-led CTC black tea, blended for milk-and-sugar everyday drinking; range covers Original, Gold, Decaf, Loose Leaf.

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

PG Tips is one of the UK's mass market black tea brands, strong, reliable, milk friendly, with one of the most famous advertising legacies in British history. The current product is mainstream and accessible; the brand carries real cultural weight from 70+ years of British tea drinking.

The basics

- **Brand:** PG Tips
- **Owner:** Lipton Teas and Infusions (formerly Unilever)
- **UK launch:** 1930 (originally as "Pre Gestee Tips")
- **Style:** Strong British black tea blend
- **Format:** Pyramid tea bags (introduced 1996)
- **Caffeine:** 45-50mg per 200ml cup

The product range

PG Tips Original

The flagship, strong CTC blend (Assam, Kenyan, Sri Lankan). Pyramid bags. Mass market accessible.

PG Tips Gold Special Blend

Premium variant. Slightly more refined cup. More here.

PG Tips Decaf

CO2-decaffeinated version of the standard blend. 2-5mg residual caffeine.

PG Tips Chai Special Blend

Mainstream chai variant. More here.

PG Tips Scottish Blend

Reformulated for soft Scottish water. More here.

PG Tips Loose Leaf

Whole leaf format for teapot brewing. More here.

PG Tips Green Tea

Pyramid bags of standard green tea.

PG Tips fruit / herbal range

Various fruit and herbal infusions under the PG Tips brand.

The cup character

PG Tips Original delivers:

- Strong, malty body (Assam led)
- Bright top notes (Ceylon and Kenyan contribution)
- Designed for milk and sugar
- Standard British breakfast cup character

How to brew PG Tips

1. 1 bag per 200ml mug.
2. Water at full rolling boil.
3. Steep 3-4 minutes.
4. Add milk and sugar to taste.

The pyramid bag

PG Tips introduced pyramid shaped tea bags in 1996. The pyramid format provides slightly more space for tea leaves to brew vs traditional flat bags. The innovation was a marketing success; the cup quality difference is modest but real.

Most major UK tea brands now use pyramid bags. The original PG Tips innovation set the trend.

The chimp legacy

PG Tips' chimpanzee adverts (1956-2002) defined the brand's cultural identity for nearly 50 years. Performing chimps in human clothing performing comic sketches about tea. More on the chimps.

Modern advertising has shifted away from the chimps (animal welfare concerns), through the PG Tips Monkey puppet (2007-2014), to current celebrity endorsement and family focused campaigns.

How PG Tips compares to competitors

vs Yorkshire Tea

Yorkshire is slightly stronger and more Assam led; PG Tips is slightly lighter. Both are strong British black tea blends. Yorkshire has built stronger premium brand loyalty in recent years; PG Tips holds the mass market position.

vs Tetley

Tetley is lighter, more Ceylon led. PG Tips is stronger. Different blend approaches.

vs Twinings English Breakfast

Twinings is more refined, less punchy. PG Tips is closer to Yorkshire style strong cup.

vs supermarket own brand

PG Tips is meaningfully better than budget supermarket own brand teas.

Caffeine

PG Tips Original: 45-50mg per 200ml cup. PG Tips Gold: 50-55mg. PG Tips Decaf: 2-5mg.

Sustainability

PG Tips transitioned to plant based bag seals in 2018-2019 (post plastic bag campaign). Modern PG Tips bags are home compostable. The brand uses Rainforest Alliance certification rather than Fairtrade or Organic.

Use cases

- British daily breakfast tea
- Builder's tea
- Office tea round (familiar mainstream)
- Children's introduction to tea
- Pairing with full English breakfast

Who PG Tips is for

- Mainstream British black tea drinkers
- Daily milk and sugar drinkers
- Drinkers who grew up on PG Tips and stayed loyal
- Family households with multiple drinkers
- Office tea kitchens

FAQ

Is PG Tips good? Yes, for mainstream British black tea drinking. Comparable to Yorkshire Tea and Tetley in quality.

How much caffeine? 45-50mg per cup standard.

PG Tips vs Yorkshire Tea? PG Tips is slightly lighter; Yorkshire stronger and Assam led. Both strong British blends. Personal preference.

Are pyramid bags better? Marginally, slightly more brewing space.

Is PG Tips organic? No, uses Rainforest Alliance certification.

Curator's note: PG Tips is one of the UK's three mainstream black tea brands (with Yorkshire and Tetley). The cup is reliable, the brand familiar, the price accessible. Not exceptional; not bad; squarely mass market British tea drinking. Lee, teas.co.uk, Tunbridge Wells.

The essentials: PG Tips

Aspect	The note
Type	Strong Kenya-led CTC black tea, milk-and-sugar friendly
Range	Original, Gold, Decaf, Loose Leaf, Pyramid bags
Brewing	Just-boiled, 3-5 min, milk-and-sugar to taste
Best for	British everyday builders mug; office tea round
Format	Pyramid bag (post-1996); standard rectangular still exists
Caffeine	Strong, around 40-60mg per cup at standard brew
Owned by	Lipton Teas & Infusions
Sustainability	Plastic-free bags since 2018; Rainforest Alliance certified base

More on PG Tips

Continue with the PG Tips deep dive, the PG Tips chimps and tea sustainability.

Reference noted

- EFSA Scientific Opinion on the Safety of Caffeine (2015)

The teas that come up around this subject: English Breakfast, Earl Grey, green tea, loose leaf tea, Darjeeling, oolong, and herbal tea. The whole tea range is here, PG Tips included; UK postage is free from £35.

FROM THE CURATOR

teas · PG Tips competes on price per cup, and that is where to compare it. Loose leaf usually wins, though PG's supermarket boxes sometimes run close.

More from the tea wiki

- Green tea
- Black tea
- Oolong tea
- White tea
- Herbal tea
- Caffeine in tea
- How to make tea properly
- Loose leaf vs teabag

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.



teas.co.uk · Tunbridge Wells, Kent · hello@teas.co.uk · 3-click cancel at teas.co.uk/cancel/