Pukka: The Organic Herbal Brand

From the teas.co.uk wiki

> **Pukka, in summary:** Pukka is the premium-tier UK herbal-tea brand, 2001 Bristol-founded on 100% organic, Ayurvedic-influenced principles; widely-stocked. It is no longer a B Corp: it lost the certification in 2024.

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

Pukka Herbs is one of the UK's premium organic herbal tea brands, Bristol founded, certified organic across the entire range, plant based plastic free packaging, and one of the better evidenced functional tea brands on the British shelf.

About Pukka

Pukka was founded in Bristol in 2001 by Tim Westwell and Sebastian Pole. The brand built around organic Ayurvedic herbalism, applying traditional Indian herbal knowledge to modern functional tea blends. Pukka was acquired by Unilever in 2017 (now Lipton Teas and Infusions) but maintains its organic and ethical positioning.

What Pukka stands for

- **100% organic.** Entire range certified.
- **Plant based plastic free packaging.** String and tag bag construction; no plastic seals.
- **Fairtrade and ethical sourcing.** Many ranges Fairtrade certified.
- **Ayurvedic inspired blending.** Blends of many herbs rather than single herb teas.
- **A real, evidence led approach.** Most blends use herbs with real if modest clinical evidence.

The Pukka product range

Wellness blends

- **Pukka After Dinner.** Digestive blend (fennel, aniseed, cardamom, ginger, liquorice). More here.
- **Pukka Detox.** Aniseed, fennel, cardamom, dandelion, liquorice.
- **Pukka Cleanse.** Dandelion, peppermint, fennel.

- **Pukka Relax.** Chamomile, fennel, marshmallow root, cardamom. More here.
- **Pukka Night Time.** Chamomile + valerian + oat flower + lavender. More here.
- **Pukka Night Time Berry.** Same herbs + berry pieces. More here.
- **Pukka Womankind.** Cranberry, hibiscus, ginger, lemon balm. Menopause/perimenopause positioning.
- **Pukka Three Mint.** Three mint species blend.
- **Pukka Three Ginger.** Three ginger species blend. More here.
- **Pukka Three Chamomile.** Three chamomile species blend.
- **Pukka Three Cinnamon.** Three cinnamon species blend.
- **Pukka Three Echinacea.** Cold and flu support.
- **Pukka Lemon Ginger Manuka.** Cold and flu support. More here.
- **Pukka Turmeric Active.** A blend led by turmeric.

Real tea range

- **Pukka Pure Green.** Organic Chinese green tea.
- **Pukka Lemon Green.** Green tea + lemon.
- **Pukka Vanilla Chai.** Black tea + chai spices + vanilla. More here.
- **Pukka Lavender Earl Grey.** Black tea + bergamot + lavender.
- **Pukka Original Chai.** Spiced black tea chai.

Speciality / Motherkind

- **Pukka Motherkind Pregnancy.** Specifically pregnancy formulated; excludes valerian.
- **Pukka Motherkind Baby.** For breastfeeding mothers.

Matcha range

- Pukka Supreme Matcha Green
- Various matcha included blends

What makes Pukka different

The Ayurvedic approach

Most UK herbal tea brands use European or general herbal traditions. Pukka is rooted in Ayurvedic blending, combining herbs based on traditional Indian knowledge of complementary mechanisms.

Multi herb blends

Most Pukka blends contain 5-10 herbs, not single ingredients. The combinations are designed to work on several sides of one goal.

Premium organic credentials

Across the range, certified organic. Fewer mainstream UK tea brands match this.

Plant based packaging

String and tag bag construction; no plastic seal; biodegradable cardboard outer.

Pricing

Pukka teas are mid premium tier. Typical pricing:

- £3-3.50 per box of 20 bags
- £0.15-0.18 per cup

Roughly 30-50% premium over mainstream supermarket equivalents. The certification, sourcing, and packaging justify the premium for many drinkers.

Where Pukka excels

- Daily everyday drinks
- Evidence based herbal blends
- Caffeine free options
- Pregnancy friendly options (Motherkind range)
- Organic and ethical sourcing
- Plant based packaging

Where Pukka doesn't excel

- Premium specialty Chinese / Japanese tea (limited range)
- Strong British black tea (better options exist)
- Single origin tea (Pukka focuses on blends)

Buying

Browse Pukka here. Available across UK supermarkets and specialist retailers.

FAQ

Is Pukka organic? Yes, entire range certified organic.

Best Pukka tea? Three Mint for everyday; After Dinner for digestive; Night Time for sleep; Vanilla Chai for chai style drinking.

Is Pukka actually evidence based? Most blends use herbs with real clinical credentials. Effects are modest; not miracles.

Pukka or Twinings? Pukka for organic premium; Twinings for mainstream variety. Different positioning.

Is Pukka still independent? Acquired by Unilever in 2017 (now Lipton Teas and Infusions). Maintains organic positioning under corporate ownership.

Curator's note: Pukka is one of the functional tea brands that is really worth buying. Real organic credentials, real evidence based blending, plant based packaging, accessible pricing. After Dinner, Night Time, and Three Mint are the daily driver standouts. Lee, teas.co.uk, Tunbridge Wells.

The essentials: Pukka product range

Range	The note
Wellbeing blends	Night Time, Three Mint, Turmeric Gold, Lemon Ginger Manuka
Classic herbals	Chamomile, Peppermint, Liquorice, Rooibos, Ginger
Ayurvedic tradition	Wholistic, Womankind, Mens balance, Mint Refresh
Latte powders	Mushroom Gold, Turmeric Latte, Cacao Maca Magic
Loose-leaf range	Selected blends; smaller niche
Bag format	Always stitched plant-fibre; never plastic-sealed
Pricing	£3-£5 per box of 20; premium tier
Best for	Wellbeing-focused herbal drinkers; organic priority

More Pukka reading

- Pukka deep dive
- Organic tea
- Herbal tea
- How to judge tea quality

Reference noted

- Soil Association organic standards

Related teas worth a look: English Breakfast, Earl Grey, green tea, loose leaf tea, Darjeeling, oolong, and herbal tea. Shop the tea range at teas.co.uk for Pukka and other organic herbals; UK delivery is free past £35.

FROM THE CURATOR

teas · Pukka sits at the premium end, so compare it per cup. Loose organic herbs usually win, though Pukka's bags sometimes earn their price.

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

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