# The rise of the tea time alarm trend on social media



A light-hearted social media trend dubbed the "tea time alarm" has gained considerable traction in the UK, delighting many Brits while perplexing a segment of the American audience. The trend, which centres around the humorous suggestion that a fictitious alarm goes off to remind British citizens to partake in their daily tea rituals, has become a source of amusement and connection among social media users across the UK.

The phenomenon escalated when UK-based TikTok users began creating elaborate and comedic narratives about the fictional alarm, igniting curiosity and confusion among American viewers. Many participants posted playful stories recounting their experiences of "missing the tea time alarm," which included whimsical scenarios such as panic over not consuming tea during the allotted time or having to apply for exemptions to dodge the metaphorical repercussions of the alarm.

Among the most notable contributions to this viral trend is a TikTok video from the Hangloose Adventure account, which features the Eden Project in Cornwall. The video, which amassed over 1.3 million views, shows staff members in a playful scene where, upon hearing the alarm, one employee pours tea while sending a colleague down the zipline, tea in hand. Operations manager Martin Kelly described the scenario, joking to PA, "It’s normal for every British person to have at least three cups a day, so I think the siren goes off without us noticing half the time." His colleague, Karis Lawer, remarked on the appeal of the trend, stating, "It’s so quintessential, us just trying to poke fun at Americans really but also finding ourselves really funny.”

The UK Government’s engagement in the trend reveals its national appeal. Their official TikTok has released content showcasing a playful interpretation of a "tea alarm button," which has received approximately 800,000 views. American users on social media platforms have shown curiosity regarding the logistics of this imaginary alarm, asking questions about how it would operate in various situations. One commenter inquired, “When the tea time alarm goes off, if you're in the bathroom or you're walking around on the street, what do you do?” In a playful exchange, a British user responded, “When the tea alarm goes off, you just go into the nearest home, shop, or building, and they will be making tea, and you'll be given a cup. It's illegal for them to turn you away; they will be prosecuted.”

The trend has also seen participation from well-known British brands and media personalities. Retailer John Lewis released a TikTok showing staff members abandoning their posts to indulge in the traditional 3 pm tea time, while television personalities Cat Deeley and Ben Shephard partook in a skit that featured them almost "missing" the alarm while on set.

As the "tea time alarm" continues to resonate with many in the UK, its light-hearted nature highlights the cultural quirks and a sense of community that often characterise British humour.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://thetab.com/2025/03/12/tally-ho-a-full-explanation-of-the-british-tea-time-alarm-thats-confusing-tiktok-right-now> - This article explains the origins and humor behind the 'tea time alarm' trend, which has confused many Americans on TikTok. It highlights how British users have created a fictional narrative around a nationwide tea-drinking ritual.
* <https://www.blog.shooglebox.com/post/how-brands-on-tiktok-are-getting-creative-with-the-tea-time-alarm-trend> - This post discusses how brands like Netflix and Royal Mail have creatively participated in the 'tea time alarm' trend on TikTok, further amplifying its reach and humor.
* <https://www.youtube.com/watch?v=bPo0AfVublQ> - This video from The London Standard showcases the 'tea time alarm' trend as quintessential British humor, highlighting its viral nature and the confusion it has caused among American viewers.
* <https://www.standard.co.uk/> - The Evening Standard provides coverage of the trend, including its impact on social media and how it reflects British cultural quirks.
* [https://www.tiktok.com/@johnlewisandpartners](https://www.tiktok.com/%40johnlewisandpartners) - John Lewis's TikTok account features a video showing staff members participating in the 'tea time alarm' trend, demonstrating how British brands are engaging with the humorous narrative.
* <https://www.noahwire.com> - This source provides an overview of the 'tea time alarm' trend, including its origins and how it has become a source of amusement and connection among social media users in the UK.