# The tea time alarm: a whimsical trend captivating the UK and beyond



In recent weeks, a light-hearted social media trend known as the 'tea time alarm' has taken the UK by storm, spreading to various corners of the internet and captivating both British and American audiences. This whimsical concept involves a fictitious alarm that purportedly signals a mandatory tea-drinking moment for people across the UK. Originating as a humorous commentary on British culture, the trend has seen many users share exaggerated tales of what happens when one 'misses' this fictional alarm.

The phenomenon has made waves on platforms like TikTok, with British users posting comical skits and stories about their experiences. A notable contribution comes from the Hangloose Adventure TikTok account, which recently produced a video showing a playful scenario wherein two individuals—Karis Lawer, 25, and Martin Kelly, 24—react dramatically to the alarm while ziplining over the Eden Project. The video, which has garnered over 1.3 million views, features Lawer pouring tea as the alarm sounds before launching Kelly down a zipline, creating an amusing visual representation of the fictional tea time alert.

Kelly, who serves as the operations manager at Hangloose Adventure, commented on the viral trend in an interview with PA, stating, "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." Lawer added, "Most of our (TikTok) views have come from the UK, so it’s basically just English people laughing at ourselves and how funny we are." She noted that the idea of a tea time alarm was a playful exaggeration of a habitual activity, making it an entertaining concept for residents to engage with.

As the trend gained traction, even official channels got involved, with the UK Government's TikTok account releasing videos illustrating what might happen when the alarm goes off. One such video featured a national 'tea alarm button,' which accumulated about 800,000 views, highlighting the light-hearted spirit embraced by the public.

American users have found themselves baffled by the trend, prompting a flurry of questions about the mechanics of this fictitious alarm system. Comments flooded in asking about scenarios where individuals might be unable to respond promptly, such as being in the bathroom or out on the street. Creative responses from British users added to the humor, suggesting that upon hearing the alarm, one could simply enter any nearby home, shop, or building to receive a cup of tea, as it would be a legal requirement for them to provide it.

The trend appears to have caught the attention of various British brands and media figures, with establishments like John Lewis creating content that features their staff playfully abandoning their posts to answer the call of the tea time alarm. Furthermore, popular television hosts Cat Deeley and Ben Shephard filmed a skit in which they nearly missed the alert while on set, adding to the jest of the ongoing trend.

As this playful cultural phenomenon continues to unfold, both Brits and Americans share a collective chuckle, underscoring the connections forged through humour and shared cultural experiences.

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

## References

* <https://www.countryandtownhouse.com/food-and-drink/tea-time-alarm/> - This article explains the 'tea time alarm' as a humorous trend on TikTok, where British users joke about a mandatory tea-drinking moment signaled by a fictional alarm. It highlights how this trend has fooled some Americans and involves various brands and media figures.
* <https://www.blog.shooglebox.com/post/how-brands-on-tiktok-are-getting-creative-with-the-tea-time-alarm-trend> - This post discusses how brands on TikTok are creatively engaging with the 'tea time alarm' trend, showcasing examples from Netflix, Britain's Got Talent, and Heathrow Airport. It illustrates the trend's impact on brand engagement and humor.
* <https://www.youtube.com/watch?v=bPo0AfVublQ> - This video from the Evening Standard highlights the 'tea time alarm' trend as quintessential British humor, explaining how it has confused Americans while entertaining British audiences.
* <https://www.noahwire.com> - This source provides background information on the 'tea time alarm' trend, detailing its spread across social media platforms and its humorous impact on both British and American audiences.
* <https://www.standard.co.uk/> - The Evening Standard's coverage of the trend offers insights into how British humor is perceived globally, with the 'tea time alarm' being a prime example of lighthearted cultural commentary.
* <https://www.tiktok.com/@ukgov> - The UK Government's TikTok account has participated in the trend by releasing videos that humorously depict the consequences of the fictional 'tea time alarm', further illustrating the trend's widespread engagement.