



Golden generation of TikTokers are turning Gen Z on to gold top

Demand for full-fat Jersey milk is at its highest for 50 years, one dairy company says, thanks to health-conscious consumers and posts on social media

Andrew Ellson, Consumer Affairs Correspondent

Friday March 13 2026, 1.21 pm, The Times

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TikTok videos by accounts such as the Savvy Baker extol whole milk's virtues

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In Britain's endlessly shifting food fashions, few ingredients have swung so dramatically in and out of favour as full-fat milk.

Jersey milk, the rich "gold top" once considered a small domestic luxury, is back in vogue as younger shoppers ditch semi-skimmed. Supermarkets say demand for the rich and creamy milk has more than doubled in two years.

Tesco reports selling three million more litres last year than in 2023, while Ocado says sales were more than 200 per cent higher last month than in February 2024.

A new generation of health-conscious consumers had helped drive the revival, Tesco said, drawn by the milk's natural protein and calcium content and, not incidentally, by the fact that Jersey milk tastes a good deal more indulgent than its thinner rivals.

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However, the supermarket chain noted that the rising demand was also part of a wider revival in sales of full-fat dairy amid changing perspectives about the role of natural fat in our diets. Sales of butter at Tesco have increased by 12 per cent over the past year. Whole milk generally is also up, albeit by a much smaller 4 per cent.



The influencer Lanoshiie

Christos Tsakalos, Tesco's milk buyer, said: "Jersey milk is having a major moment again, as is full-fat dairy in general, with younger shoppers looking for naturally functional foods that can offer them health benefits, especially as a source of protein."

He added that demand had also risen for other protein-rich dairy products, including Greek yoghurt, cottage cheese, kefir and nutrient-enriched puddings and drinks.

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Sophie Gastman, a nutritionist whose cookbook *Find Your Healthy* is published next month, said that as more research emerged, the low-

fat orthodoxy that existed in previous decades was breaking down.

She said: “Previously, we assumed that all saturated fat behaves the same way in the body but now we know that’s a bit too simplistic, especially when it comes to dairy.

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“Dairy comes as a whole package — it’s got fat, protein, calcium and, in the case of things like cheese and yoghurt, you’ve also got the live cultures. That package is seen to change how dairy affects cholesterol, blood pressure and blood sugar. So something like a slice of cheese or a glass of full-fat milk is not going to act the same way as a spoonful of butter, even if the fat content is the same.”

Gastman added: “Nutrition research is very hard to get conclusive answers from, but when researchers have followed large groups over many years, they generally find that people who are having full-fat milk, yoghurt and cheese don’t tend to have higher rates of heart disease or type 2 diabetes, or things typically linked to high saturated fat intake.”

The revival in Jersey milk is a notable reversal for a food that spent years on the wrong side of fashion. Gold-top milk, produced by Jersey cows and prized for its rich taste, became a premium staple in postwar Britain.



Gold-top was popular in the mid-twentieth century

For years, it occupied a small but cherished corner of the national diet: a treat for porridge, rice pudding or a consoling mug of cocoa. From the late 1970s, however, successive dieting crazes pushed many shoppers towards semi-skimmed and skimmed milk.

Yet the present revival appears to owe just as much to social media as to nutrition. Lewis Welsh, the 29-year-old who runs the Superhuman Diet account on Instagram, recently recommended to his 920,000 followers that they only buy Jersey milk, saying it was better for the skin and gut.

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In a TikTok post that was liked nearly 80,000 times, Yalda Alaoui, a nutritionist who runs the Eat Burn Sleep account, also advised her followers only to buy gold-top milk. She said: "You don't want to go for the low-fat options because low fat means high sugar and higher in lactose."

The result of posts such as these is that demand for Jersey milk is now at its highest in 50 years, according to Graham's, one of Britain's biggest dairy producers. The company, based in Stirlingshire, which

has produced its branded Gold Jersey milk for 18 years, says its sales rose by 40 per cent in the past year.



Robert Graham and his son, Robert, on their farm
PXX STUDIO

Robert Graham, who owns the company, said: “They say what goes around comes around and that is certainly the case with Jersey milk. People are rediscovering its natural goodness. It is naturally creamier, 18 per cent higher in protein and 20 per cent higher in calcium than regular milk.”

So, Britain’s great milk cycle turns again. After years of green and red lids, the cream is rising to the top once more.

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Yalda Alaoui



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J Julie Newall
13 MARCH, 2026
I remember in my childhood that birds would peck through the milk bottle tops to steal the cream!
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D D Hale
13 MARCH, 2026
The posh houses had bottles of gold top left on their doorsteps. An extra treat for the early birds!
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D D Driver
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This is a function of people finally realising that fat is better for you than added sugar and salt.
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P P King
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These influencers are milking it.
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M Mark Thomas
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You've just creamed off the best pun....
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D Deborah Tompkinson
13 MARCH, 2026
I remember all the people lecturing for decades on the superiority of processed, nutrient reduced foods: margarine not butter / olive oil; sweeteners not sugar; muesli not bacon; calorie free everything. All we need to do is eat what tastes good, in moderation. Happy for this generation that t...
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M Ms Monica Collantine
13 MARCH, 2026
Buy it from your milk man in glass bottles. Ours sells all the different types.

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R Robert J Stone
13 MARCH, 2026
We've known for at least 15 years that all this "low fat" nonsense was making us sick and making big Ag & big food rich with over-processed, long shelf life, sugary crap. It's great to hear that buying

habits are changing to reflect the fact that natural high fat foods are good for you.

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B Bob Pendleton ...
13 MARCH, 2026

For the avoidance of doubt, plant based fluid is juice not milk.

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C Caroline Fox ...
13 MARCH, 2026

Which spikes blood sugar. Awful stuff.

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J Jane Smedley ...
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Guernsey dairy is just as good!

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D Deborah Tompkinson ...
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Channel island breeds is a good rule of thumb.

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J James Owen ...
13 MARCH, 2026

More people (particularly among the young) now think they are lactose-intolerant. Jersey milk contains a form of casein (A2) that is better tolerated by many guts, hence much of the recent buzz on social media.

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S S Murphy ...
14 MARCH, 2026

Lactose is a sugar and casein is a protein ie totally unrelated food groups.

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W Will Wynne ...
13 MARCH, 2026

Gold top milk and Kerrygold butter have been in our fridge daily for quite a few years now. (We also have normal whole milk for day to day; gold top is a treat.)

Thanks for coming to my TED talk.

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J J M Smith ...
13 MARCH, 2026

Buy British butter

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L Lesley Jones ...
13 MARCH, 2026

I remember when semi skimmed first came around and thinking his watery it tasted.

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H Hannah Wilson ...
13 MARCH, 2026

Let's see more full fat greek yoghurt for sale then rather than 0% "Greek style".

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S Sam Keepse ...
13 MARCH, 2026

I make my own full fat Greek yoghurt, which takes about two minutes, to mix a litre of it, each time.

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R richard arnold ...
13 MARCH, 2026

Whole milk, often referred to as "full fat milk" is less than 5% fat - that's a low fat food! Cream is "full fat", whole milk is just good for you. A doctor once told my mother, while being treated for cancer, that skimmed (red) milk was "totally pointless - bad for you in fact, as it contains almo...

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J J Paton ...
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If youve got used to skimmed, full-fat tastes like lard

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D D Driver ...
13 MARCH, 2026

If you're used to whole milk, skimmed tastes gnats waste water.

(rephrased to get past the staszi)
(Edited)

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E E Barker ...
13 MARCH, 2026

1. Good, about time - full fat and gold top are great in a balanced diet, and produced here in the UK with so many other jobs that rely upon a working dairy sector.

1. Is every 'old fashioned' food product set to become fashionable with Gen Zs/tiktokers who seem to have discovered something novel?
Good...

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V Veronica Brown ...
13 MARCH, 2026

I've always preferred full fat dairy and the best milk I've tasted, better than gold top in my humble, is Waitrose Duchy Non Homogenized. It has the cream on top too and a lovely smooth delicious taste.

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R Robert Rosenberg ...
13 MARCH, 2026

I really thought everyone was drinking Oat not-milk now. Shows there are lot of people doing lots of things

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G G Wilson ...
13 MARCH, 2026

Oat water

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P Paddy Thompson-Fitzmain ...

13 MARCH, 2026

I was going to comment but bottled it.

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H Henry Wilson ...

13 MARCH, 2026

Stop milking the subject.

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Y Yvonne Johnston ...

13 MARCH, 2026

And yet NHS dietary advice is still to opt for lower fat, more processed, versions of dairy products.

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J J Cronin ...

13 MARCH, 2026

Yes. It's about time the NHS updated their diet recommendations - they're woefully dated.

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L Leslie Unwin ...

13 MARCH, 2026

Ok I know this isn't the exact science but in the 1960s we drank full cream and had eggs and died aged 50 now low cream, no eggs and we live av until mid 80s

Wonderful these teenage influencers that know zero about heart disease and wonderful for all of us octogenarians and soon to be centenarians...

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J J Sproson ...

13 MARCH, 2026

I have think we can put that down to the high prevalence of smoking in those generations. The evidence linking smoking with cancer and cardiovascular disease only grows stronger

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C C Allen ...

13 MARCH, 2026

i have a glass of full fat milk every night, its good for my digestion. Been the same weight since i was 22

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J Jack Hosier ...

14 MARCH, 2026

Don't tell me, you're 23 now?!

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J Judit Moore ...

13 MARCH, 2026

Used to drive an electric milk float for the local dairy (Clover in Stoke) when on vacation from university on the early 60's

When at the dairy you could drink as much milk and orange juice as you wanted.

I recall the one inch of slightly yellow/orange fat at the top of the Gold Top bottles.

Mr. M.

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M

M Bonser

13 MARCH, 2026

Warm Jersey milk on shredded wheat- Heaven

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E

Elsbeth Fox

13 MARCH, 2026

Sprinkle of brown sugar and chief's kiss.

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H

Halima Crabtree

13 MARCH, 2026

I can't keep up! I think Jersey milk would be too rich for my taste buds now but maybe I'll give it a go.

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D

Deborah Tompkinson

13 MARCH, 2026

Jersey cream top is good for coffee, milk shakes, rice puddings, custards - anywhere you want richness. For tea, something less rich, ordinary milk, is better, but I still use full fat.

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J

J Jones

14 MARCH, 2026

Who in earth anyone takes on board the opinion of an 'influencer' is beyond me. If you want expert advice, seek out the opinion of an expert!

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G

G Marsh

13 MARCH, 2026

Being a Jersey Bean this is not news to me, been drinking it all my life...never needed influencers to tell me what to drink or eat. Everything in moderation, you'll be fine.

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N

N Shaw

14 MARCH, 2026

Buying anything based on influencer suggestion indicates its time for you to seek psychiatric help.

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T

Thomas Baker

13 MARCH, 2026

It's a shame the ToL just reprinted the claims of these "influencers" without asking an expert nutritionist to fact-check their nonsense. Take for example Yalda Alaoui's assertion that "...low fat [milk] means high sugar and higher in lactose."

In fact the difference is negligible and far too small t...

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C Caroline Fox 13 MARCH, 2026 ...
 Without the fat as a buffer, the sugar in skimmed milk is far worse for our bodies.
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S S Graham 14 MARCH, 2026 ...
 Please not more 'influencers'. Just letting my breakfast settle and that word just upsets the digestive system!
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E E Fox 13 MARCH, 2026 ...
 Could somebody kick off the cholesterol debate please?
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C Caroline Fox 13 MARCH, 2026 ...
 Mainly debunked!
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P Paul Jackson 13 MARCH, 2026 ...
 Used to drink it warm on my grandad's farm
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