Rooibos tea (*Aspalathus linearis*) is cultivated in the Western Cape and Northern Cape provinces of South Africa. Sensory analysis of a large number of samples (n = 230), spanning the two production areas, three production seasons and four quality grades confirmed the characteristic primary aroma profile of rooibos as “rooibos-woody”, “fynbos-floral” and “honey”, irrespective of production area. Less prominent and not present in all samples of a production region were “caramel”, “fruity-sweet” and “apricot”, forming the secondary aroma profile of rooibos. These secondary aroma attributes also do not associate predominantly with a production region. “Hay/dried grass” was present at low intensities in 99% of the samples and thus forms part of the “characteristic” aroma profile of rooibos.