

What is Matcha?

- People around the world wonder why the Japanese live such a long and healthy life. One answer is Matcha as daily part of their diet.
- Matcha is finely ground green tea powder.
- Matcha is unique to Japan and known for its numerous health benefits



Benefits of Matcha

- Packed with powerful anti-oxidants including the EGCg
- Rich in chlorophyll, fibre, minerals and vitamins
- L-theanine, the amino acid found in Matcha helps in relaxing the mind and body
- Boosts the metabolism and helps in burning calories
- Lowers blood sugar and cholesterol
- Cancer fighting properties
- Detoxifying agent
- Improves alertness and concentration



Quality we offer

- Matcha farms located in Shizuoka, Japan - a region known for producing best Japanese teas.
- We use modern cultivation techniques and processing machinery to get the best produce.
- JAS (Japan Agricultural Standards) certified 100% Organic Matcha tea powder



Process of growing Matcha

1. In each harvest season, when the new leaf buds appear, the tea bushes are completely covered to block the sunlight reaching the leaves.
2. This results in reduced rate of photosynthesis, increased chlorophyll levels and gives a darker shade of green to the leaves.
3. The bushes are kept in shaded environment for 3 weeks and thereafter the top most leaf buds are handpicked to get the best of the harvest.



4. Hand picked leaves are then steamed and air dried with special techniques to ensure that the green colour, natural taste and the nutrient levels of the tea leaves are retained.
5. The leaves are then de-stemmed and de-veined and the part of the leaf that remains is called Tencha.
6. Tencha is then pulverized in stone to form a fine powder which is Matcha

Traditional importance



Matcha Tea holds a special place in Japanese culture. It is a key ingredient in the prestigious “Tea Ceremony” known as **Sadou**

It is a choreographic ritual of preparing and serving Japanese green Matcha tea, together with traditional Japanese sweets to balance with the astringent taste of the tea.

Preparing tea in this ceremony means pouring all one's attention into the predefined movements. The whole process is not about drinking tea, but is about aesthetics, preparing a bowl of tea from one's heart. The host of the ceremony always considers the guests with every movement and gesture. Even the placement of the tea utensils is considered from the guests view point (angle), especially the main guests called the Shokyaku.

Uses of Matcha



Traditionally Matcha is used as a Hot drink which is whisked in to a thin drink with froth. This drink is extremely healthy as it doesn't involve adding any kind of cream or sugar to the serving

However, we also recommend Matcha as a novel ingredient to “add value” to your existing or new product!



Cake



Collagen Powder
premix



Pudding



Ice-cream



Smoothie



Chocolate

Matcha Tea and Grades

Although there are many types and grades of Japanese tea, the current market demands the use of matcha in a form and cost that allows the use in multiple applications such as an ingredient in dietary supplements, confectionary, etc.

Due to the large amount of tea required for these applications, process standardization is common.

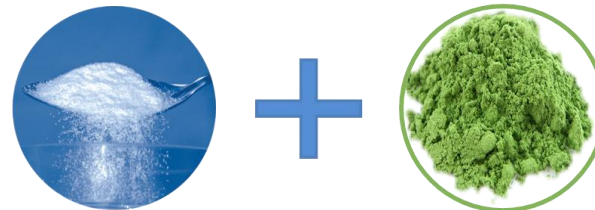
We offer Matcha in standard powdered for your desired application (direct consumption as a tea, as an ingredient to a product, etc.)



We offer Matcha in two forms for BULK purchase



Matcha Powder



Matcha Collagen Premix

Amazing Benefits Of Matcha Green Tea



A long standing tradition of Japanese culture, Matcha Green Tea is the highest quality powdered Organic Green Tea available. It has been a long since it is a part of Japanese culture. Matcha Tea leaves were used in Japanese Tea Ceremonies.

There are number of health benefits associated with the Matcha Green Tea which has attracted attention of the world towards this Super rich Beverage.



Some of the Key Health Benefits to make this Super Rich dense nutritional drink, as your daily drink are



1) HIGH POWERED ANTIOXIDANTS

Matcha Green Tea contains a specific organic compound known as **Catechin** called **Epigallocatechin Gallate (EGCg)** a powerful antioxidant which makes up to 60% of the catechins in Matcha Green Tea. This catechin has the highest antioxidant

ORAC (Oxygen Radical Absorbance Capacity) rating than any other food or drink ever measured even higher than the Acai berries. High quality Organic Matcha Green Tea has 100 times more EGCg than other green tea. The first amazing benefit of Matcha Green Tea is that just one bowl provides over 5 times as many antioxidants than any

Amazing Benefits Of Matcha Green Tea



other food. Antioxidants protect your body from free radical damage and the negative effect of UV radiation, giving us younger looking skin and preventing a number of life threatening diseases.



2) IMPROVES HEART HEALTH

EGCg is the most talked-about green tea compound, as one of the most powerful antioxidants known. The health benefits EGCg include a lower risk of heart attack. Studies of different populations have show that people who drink Match Green Tea

on a regular basis have lower levels of LDL (bad) cholesterol while at the same time displaying higher levels of HDL (good) cholesterol.

3) WEIGHT LOSS

Several studies have also found that EGCG can improve exercise performance, increase fat oxidation, and may help prevent obesity, as it's known to have a regulatory effect on fat metabolism. It was found that consuming green tea increased thermogenesis (body's rate of burning calories) from 10 % to 35 % of daily energy expenditure. Another study showed that exercising after drinking matcha tea resulted into 25 % more fat burning during exercise.

Amazing Benefits Of Matcha Green Tea



4) ENHANCE CALMNESS

Japanese Zen Buddhist monks consumed this super rich beverage to remain calm and alert during long hours of meditation. Now we know that this higher state consciousness is due to the high amount of amino acid L-Theanine contained

in the Matcha leaves. L-Theanine promotes the production of alpha waves in the brain which induces relaxation without any drowsiness. On the other hand L-Theanine also directly effects the function of neurotransmitter, the so called α -brain waves, which are emitted in relaxing human brain are observed frequently and for a longer period of time after the intake of L-Theanine

5) DETOXIFIES THE BODY

Few weeks, before Matcha tea is harvested, the leaves of matcha tea are kept in shade to deprive them from direct sunlight this results into a tremendous increase in chlorophyll production in the new growth of these plants. Thus resulting high levels of chlorophyll in Matcha Green Tea not only give this tea its beautiful vibrant green colour, but it also works as a powerful detoxifier capable of naturally removing heavy metals and chemical toxins from the body, by cleaning the blood and increasing its pH. As such the body has a better chance to get oxygen and nutrients to cell for healing.

Amazing Benefits Of Matcha Green Tea



VITAMINS IN MATCHA

CALCIUM
CHROMIUM
MANGANESE
POTASSIUM
SELENIUM
VITAMIN A
VITAMIN C
VITAMIN E
ZINC



6) ENHANCE IMMUNE SYSTEM

The catechins in Matcha Green Tea have been shown to have antibiotic properties which promote overall health. Additionally just one bowl of Matcha Green Tea provides substantial quantities of Potassium, Vitamins A & C, Iron, and Calcium. Further studies have even suggested that the

catechin in Matcha possesses the following functions.

- a) Bio defencing function by preventing cancer due to high antioxidant level.
- b) Disease preventing function by preventing high blood pressure or diabetes
- c) Diseases recovery function by inhibiting the rise of cholesterol
- d) Physical rhythm- controlling function by stimulating nervous system.

7) ENHANCES MEMORY AND CONCENTRATION

L-Theanine which is the most abundant amino acid in Matcha tea, is absorbed in intestine and goes to the brain. L-Theanine in the brain gives a boost in releasing dopamine, which plays an important role in the action of neurotransmitters and enhance your mood as well as increases your concentration and improves your memory power

Amazing Benefits Of Matcha Green Tea



8) BOOSTS ENERGY

Matcha Tea Contains caffeine which stimulates every organ in the body, particularly it has a strong effect on central nervous system. This reaction is even more pronounced when one is sleepy and tired. A cup of Matcha tea will clear a dull mind, and since green tea caffeine combines with catechin in the brewing water, its effect is said to be rather milder than other caffeine containing beverages.

9) BURNS CALORIES

Drinking Matcha Green Tea has also been shown to increase metabolism and help the body burn fat about four times faster than average. Again, unlike many diet aides currently on the market, Matcha causes no negative side-effects such as increased heart rate and high blood pressure.

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