A complex allure only Japanese green tea can provide

More than just healthy, Japanese green tea is the perfect match for the renowned Japanese cuisine.

The characteristic strong flavor of Japanese green tea is a harmonious blend of taste, so called “umami,” flavor of the highest quality, “aromaticity,” and “tastiness.” Umami is derived from the amino acid theanine, aromaticity from catechins, and tastiness from caffeine. Japanese green tea contains many active ingredients said to be beneficial to the health and body of modern people, who are troubled by stress and lifestyle-related diseases.

Japanese cuisine is currently attracting worldwide attention as a health food, and Japanese green tea is the perfect accompaniment as it can be enjoyed together with meals. Japanese green tea acts to accentuate subtle foods that rely on the taste of the ingredients as well as giving the palate a sensation of freshness after the meal. In Japan, Japanese green tea is consumed throughout the day—before, during, and after meals.

Enjoy the subtle aroma and strong flavor. Japanese green tea possesses a unique aroma and flavor only found in green tea made in Japan. This is partly owing to Japan's climate, but more importantly, is the result of the Japanese dedication to growing and making tea.

Tea plants are grown with great care in tea fields, and only the fresh leaves are picked before being made into tea in a process that enhances their quality. The “fermentation processing method” is an outstanding technology from a time when all tea manufacturing was performed by hand, and without compromising quality, we continue to preserve the true aroma and flavor of the tea by utilizing a highly similar process. Japanese green tea cannot be manufactured simply by placing tea leaves into a machine, and although this type of mechanical processing alone may be used to produce some green teas, it does not produce true Japanese green tea.