Health beneficial Japanese green tea is grown in beautiful natural settings using the chashou technique.

In Japan, the tea most commonly served alongside Japan’s low-calorie cuisine that emphasizes the flavor of ingredients is Japanese green tea. Its beautiful color is an all-natural extract from the tea leaves, and its elegant aroma gives a sensation of freshness. Only Japanese green tea can offer such variety in its fusion of flavors. Without the addition of sugar or other sweeteners, the unique taste of Japanese green tea is enjoyed in its pure form, and contains many nutrients reputedly beneficial to health.

In Japan, people enjoy a cup of Japanese green tea as a break from everyday activities. Tea also plays an essential part in welcoming important guests as it not only sends the message that the host wants you to “relax,” but the act of taking tea helps to soothe and refresh the senses.

Grown with great care in tea fields situated amongst the beautiful nature of Japan and developed using sophisticated technology, beneficial and high-quality Japanese green tea can help you lead a healthy lifestyle.
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 “umami” (flavor of the highest quality), “atsugame” and “biterness” - umami is derived from the amino acid theanine, astringency from catechins, and bitterness from caffeine. Japanese green tea contains many active ingredients said to be beneficial to the health 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.

Tea culture - the essence of hospitality

Chinese tea was introduced to Japan more than 1,600 years ago by Buddhist monks, and after about 500 years, the tea ceremony became part of Japanese culture. Originally a pleasure limited to the enjoyment of the upper class, the tea ceremony gradually made its way into the lives of commoners. Before long, Sen no Rikyū (1522–1591) established the set of rules which is the tea ceremony designed for commoners to enjoy and the enjoyment of tea spread to become accessible to everyone.

Sado became synonymous with hospitality and can be summarized by the word johachi-ichi (treasuring onsen-kaisei experience) - the act of relaxing while performing the tea ceremony with due care out of respect as a host for the opportunity encounter with others. This is the essence of tea and the soul of the Japanese people. Japanese green tea embodies the essence of "hospitality" passed down through the spirit of sado.

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 owed 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 "temaci manufacturing process" 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 high-speed 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.

JAPANESE GREEN TEA ●

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Great care is taken to produce Japanese green tea with aroma and flavor of the highest quality

The delicate taste of Japanese green tea begins in the tea fields. Naturally, tea is an agricultural product, and similar to fruits and vegetables, high-quality tea leaves can only be grown and picked after much attention to feeding the soil, irrigation, fertilization, pruning, and harvesting high-quality tea is often associated with specific practices such as picking the tea leaves for a short time during spring.

Producing the subtle aroma and strong flavor of Japanese green tea requires great skill. The Japanese unique "steaming" method produces the beautiful green tea color. To prevent oxidation, freshly picked tea leaves are steamed, this unique Japanese process gives Japanese green tea its own special flavor and beautiful color. Following this, the tea leaves are rolled and dried until they are drawn into a long, thin shape. The final product is a smooth, supple leaf. At this time, all of these processes are performed by hand by skilled experts. Nowadays, most tea leaves are processed by machine; however, the manual processing method is the foundation for this technology, and even today, the Japanese art and spirit of making tea is passed down by skilled experts involved in the industry.

Our entire manufacturing process is aimed at producing the delicious taste found only in Japanese green tea. There are a variety of operations and processes involved in manufacturing Japanese green tea, from tea field cultivation to tea factory processing, and our highly-skilled team of experts are dedicated to the art of growing and making tea.
Using a variety of processes to produce a range of delicious teas

Spring, summer, autumn, winter – Japan has four distinct seasons that give tea a variety of different characteristics. The taste of tea is also affected by the region and grade of tea as well as differences in cultivation and processing methods, resulting in a variety of delicious teas for your enjoyment.

Characteristics of signature Japanese green teas 代表的日本茶の特長

*Sencha*

The most commonly enjoyed variety of Japanese green tea is sencha. The freshly-picked tea leaves are steamed and then dried as they are rolled. After the leaves have been shaped, they are blanched to achieve the best flavor for the consumer. In general, sencha is green tinged with yellow and has a well-balanced combination of aroma, umami, and bitterness, providing you with a feeling of luxury that matches the grade of green tea.

*Gyokuro (refined green tea)*

The finest grade of Japanese green tea, gyokuro is sweet with a unique and mildly astringent aroma and yellow umami. The tea leaves are cultivated using the oscha method, which involves shading the young tea leaves from direct sunlight for around 20 days after they first start to appear. This distinctive process inhibits astrignency, producing tea leaves with large amounts of "firearms," an amino acid that enhances umami.

*Matcha*

Matcha is a fine powdered green tea commonly used in sadō (the tea ceremony). The young tea leaves are shaded from direct sunlight and steamed in the same way as for gyokuro. They are then ground into a drink using a stone mill. Its elegant aroma and concentrated sweetness makes matcha a pleasant beverage to drink, and as the powder is dissolved in hot water, all of the tea’s beneficial nutrients are taken in. Matcha is perfect for drawing out the flavors of Japanese confectionery and cuisine.

多様な製法から、多様なおいしさが生まれています。

春、夏、秋、冬の四季ある日本では、季節によって、それぞれ特定のある香りが生まれます。また、産地や工法、栽培方法の違いによって味わいは異なり、いんげんなおいしさが楽しめます。

Bancha

(WHOLE LEAF GREEN TEA)

Bancha is mainly made from leaves picked during late summer and is produced using the same procedure used for sencha. However, the umami of bancha is more delicate than that of sencha, containing just enough tannin to offer an astringent, yet light and fresh flavor. Bancha refreshes the palate after meals and is a common preference among the Japanese people as an everyday green tea.

Hojicha

(ROASTED WHOLE LEAF GREEN TEA)

This fragrant and refreshing Japanese green tea is made by roasting sencha or bancha over a high flame. The roasting process diminishes the tannin and carotene content of the leaves to suppress astrignency and bitterness and draw out fragrance. Hojicha is a warm brown color, and since it has a somewhat milk flavor, it is popular with children and the elderly. Low in caffeine, hojicha is also the green tea of choice for infants in Japan.

Genmaicha

(GREEN TEA WITH ROASTED RICE)

Genmaicha is a richly-flavored Japanese green tea made by mixing roasted rice with sencha or bancha. Before being blended with the tea, the rice is steamed in water and steamed then roasted at a high temperature, and the popped rice stands out white amongst the tea leaves. Genmaicha allows you to enjoy the special savoury fragrance of the roasted rice together with the refreshing taste of sencha or bancha. Because of its low caffeine content, genmaicha is recommended for all ages, from children to the elderly.

Japanese green tea is delicious with both sweet and savory foods.

In Japan, green tea is used in a variety of foods including tea-bun랬te noodles, green tea-flavored cookies, green tea ice cream, and green tea-flavored chocolate. In addition to tasting delicious, these foods are healthy as they contain the nutrients of green tea in whole form. Japanese green tea is also delicious used like a hot or iced food, such as bread and cake. Try adding Japanese green tea to your cooking.

スイーツやパン、食べても美味しい日本茶。

日本茶は、緑茶を使った様々な食べ物でいっぱいです。それは、お好みのデザートやスイーツ、緑茶チーズケーキ、緑茶アイスクリームなど、お茶の香りを含むものがたくさん登場しています。また、パンやケーキなど、ベーカリーの料理や一般的な食事の一部としても美味しいものが多くあります。

日本茶はお茶の香りを含むもので、食べても美味しい日本茶のようですね。
Preparing the best Japanese green tea

As the aromas and flavors of Japanese green tea are subtle, the final taste differs depending on the preparation method used. To fully enjoy the true taste of Japanese green tea, please use the preparation methods outlined here.

Preparing Japanese green tea in a Kyusu teapot

1. **Pour hot water into the Kyusu teapot.**
   - Use 1 cup of water per cup of tea leaves. Place a small amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

2. **Place the tea leaves in the Kyusu teapot.**
   - Use 3-4 leaves per person, or 1 tablespoon per cup. Place the leaves in the teapot and pour in hot water up to the brim. Leave for 1 minute to steep.

3. **Pour the hot water into the Kyusu teapot.**
   - Use 1 cup of water per cup of tea leaves. Place a smaller amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

4. **Pour the tea into the cup.**
   - Carefully pour the tea from the teapot into the cup. Place the teapot on the tray to cool.

Preparing sencha [煎茶の場合]

1. **Pour hot water into the Kyusu teapot.**
   - Use 1 cup of water per cup of tea leaves. Place a small amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

2. **Place the tea leaves in the Kyusu teapot.**
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4. **Pour the tea into the cup.**
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Preparing gyokuro [煎茶の場合]

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4. **Pour the tea into the cup.**
   - Carefully pour the tea from the teapot into the cup. Place the teapot on the tray to cool.

Preparing matcha [抹茶の場合]

1. **Pour hot water into the matcha bowl.**
   - Use 1 cup of water per cup of tea leaves. Place a small amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

2. **Pour the matcha into the matcha bowl.**
   - Use 1 tablespoon per cup of tea leaves. Place the matcha in the teapot and pour in hot water up to the brim. Leave for 1 minute to steep.

3. **Pour the hot water into the matcha bowl.**
   - Use 1 cup of water per cup of tea leaves. Place a smaller amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

4. **Pour the matcha into the cup.**
   - Carefully pour the matcha from the teapot into the cup. Place the teapot on the tray to cool.

Preparing banzaia, houjicha and genmaicha [焙煎茶・煎茶・玄米茶の場合]

1. **Pour botanika into the matcha bowl.**
   - Use 1 cup of water per cup of tea leaves. Place a small amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

2. **Pour the botanika into the matcha bowl.**
   - Use 1 tablespoon per cup of tea leaves. Place the botanika in the teapot and pour in hot water up to the brim. Leave for 1 minute to steep.

3. **Pour the hot water into the matcha bowl.**
   - Use 1 cup of water per cup of tea leaves. Place a smaller amount of water (about 1/3 of the teapot) on the teapot itself, and then fill the rest of the teapot with water. The teapot should be rinsed twice before the first use.

4. **Pour the botanika into the cup.**
   - Carefully pour the botanika from the teapot into the cup. Place the teapot on the tray to cool.

The ideal water temperature for Japanese green tea

Refresh with a chilled cup of Japanese green tea during the hotter months.

Japanese green tea is also delicious served cold. Use 1.5 times the normal amount of tea leaves to make a stronger tea than chill immediately after it is served.

In summer, it is often necessary to cool drinks. To prepare a cold green tea, use 1.5 times the normal amount of tea leaves and serve immediately.

If you do not own a kyusu teapot, you can still make delicious Japanese green tea using:

- A normal teapot
- A tea strainer
- A paper filter

For the very best flavor, contact storage is important.

To maintain the quality of Japanese green tea, it must be stored in a container that is not exposed to sunlight or heat. It should be stored in a cool, dark location. When storing in the refrigerator, make sure it does not come into contact with the contents of other foods.

お茶の保存には、保存方法が大切です。
お茶を保存するには、環境によっては長持ちしないこともあります。貯蔵を行う際は、お茶の保存に適した環境を整え、お茶は冷蔵庫に保存する場合は、冷蔵庫内部の温度が適切であることを確認してください。