

• **Markus Hastenpflug**



Gender/Age: Male, 45 years of age

Country/Region: Germany

Current Position:

President, Food culture researcher Shimodozono International GmbH

Achievements:

Mr. Hastenpflug has promoted the characteristics and appeal of Japanese green tea through his marketing activities, visiting tea retailers and natural food stores door to door. For fifteen years he has worked to popularize Japanese green tea across Europe and in Russia, Qatar, and the United States and so forth. In recent years, his company has been collaborating with confectionery manufacturers to produce and market chocolates made with powdered green tea .