

# A complex allure only Japanese green tea can provide

## Tea culture – the essence of hospitality

Chinese tea was introduced to Japan more than 1,000 years ago by Buddhist monks, and after about 500 years *sadou* (the tea ceremony) became part of Japanese culture. Originally a pleasure limited to the enjoyment of the upper classes, *sadou* gradually made its way into the lives of commoners. Before long, *Sennorikyu* (1522 - 1591) established the world of *wabicha* (a tea ceremony designed for commoners to enjoy) and the enjoyment of tea spread to become accessible to everyone.

*Sadou* became synonymous with hospitality and can be summarized by the word *ichigo-ichie* (treasuring once-in-a-lifetime experiences) – the act of relaxing while performing the tea ceremony with due care out of respect as a host for the opportune encounter with one's guest. 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 *sadou*.

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

The characteristically strong flavor of Japanese green tea is a harmonious blend of “taste, so called “*umami*” (flavor of the highest quality), “astringency” and “bitterness” – *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.

## 日本茶ならではの数々の魅力を、あなたに。

茶文化、もてなしの心が息づいています。

今から1000年以上も昔に僧侶たちによって中国から伝えられた茶は、約500年の時を経て、日本に茶道という文化を芽吹かせました。当初は上流階級に限られた楽しみだった茶も、少しずつ庶民が楽しむようになり、やがて「千利休（1522～1591年）」が侘茶（わびちゃ）の世界を築き上げ、茶の楽しみは人々にとって身近なものとして広まっていったのです。

さらに茶道は、「一期一会」という言葉に集約される「もてなし」の心を含むようになります。客人との出会いを大切に、心を込めて茶を点ててもてなし、ゆっくり寛いでいただくという心得です。それこそが、茶の真髄。日本の心。日本茶には、茶道の精神を受け継いだ「もてなし」の心が息づいています。

健康的で、世界に注目される日本食にも最適です。

日本茶独特の深い味わいは、「うま味」と「渋味」と「苦味」がほどよく調和することによって生まれます。うま味の成分は「テアニン」というアミノ酸。渋味の成分は「カテキン」。苦味の成分は「カフェイン」です。日本茶には、ストレスや生活習慣病などに悩まされることの多い現代人の健康に良いといわれるさまざまな成分が含まれています。

健康食として、今、日本食が世界的に注目されていますが、この日本食との相性も抜群。日本茶は食事と一緒に楽しむことができ、素材を活かした淡泊な味わいの料理を引き立たせたり、食後の口中を清涼感で満たしたり。日本では、食前、食中、食後、いつでも日本茶が愛飲されています。

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 finest leaves are picked before being made into tea in a process that enhances their quality. The “*temomi* 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 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.

繊細な香りと深い味わいが楽しめます。

日本茶には、日本の緑茶にしかない香りと味わいがあります。気候や風土も理由のひとつですが、それ以上に大きいのは、お茶づくりに対する日本ならではのこだわりがあるからです。

茶畑で大切に樹を育て、納得のいく生葉を収穫し、その品質を最大限に引き出せるように茶をつくるということ。かつて製茶のすべてが手づくりだった頃の「手揉み製法」を最高の技術とし、この技術に近づけるべく今でも妥協することなく茶の香りと味わいを求め続けています。日本茶は単に生葉を機械に放り込んで、できるものとは違います。そんな工業製品的な考え方だけでは、緑茶はつくっても日本茶はつくることができません。

