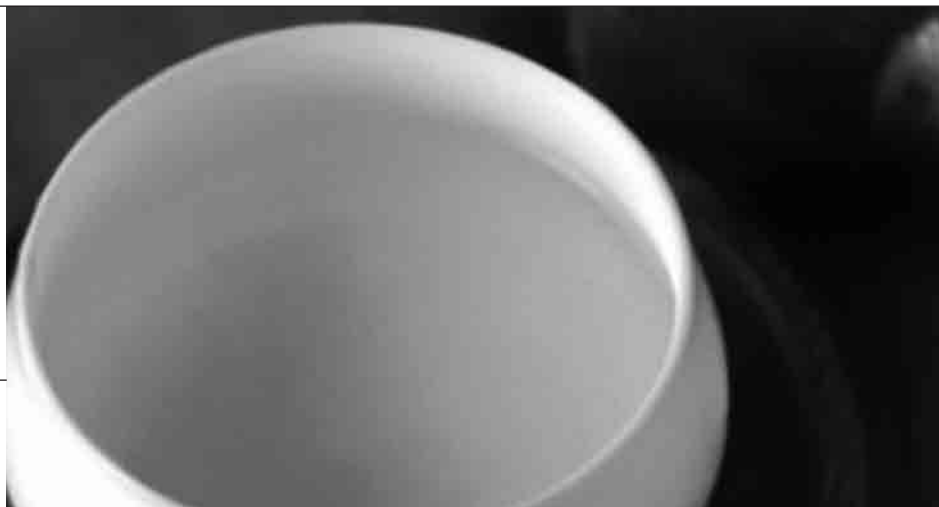


お Japanese Tea

Be good to yourself
from the inside out



**Enjoy this healthy,
delicious drink anytime,
anywhere.**

**Full of highly acclaimed
natural constituents.
Nutritious as a drink and as
a food ingredient.**

The astringent constituent in Japanese tea is a type of polyphenol called catechin. There are various types of catechin, and research showing that they work to lower blood cholesterol and moderate fat absorption has attracted attention. Furthermore, the vitamin C in green tea is protected by the simultaneous consumption of catechin so that it is not destroyed by heat, allowing ample vitamin C uptake. It also contains constituents such as caffeine and theanine, which has relaxing properties. While drinking green tea is nutritious, using the entire leaf in food provides even greater nutritional content.

Major Nutrients in Green Tea

Extracted Liquid (for drinking)	Green Tea Leaf (for eating)
Catechin	Catechin
Amino Acid (Theanine)	Amino Acid (Theanine)
Vitamin C	Vitamin C
Caffeine	Caffeine
	β -Carotene
	Vitamin E
	Chlorophyll
	Dietary Fiber

**A flavor with depth,
attracting attention from
gourmets worldwide.**

Apart from *sencha*, which is drunk after steaming the leaves, a less astringent tea called *gyokuro* has become popular among gourmets overseas in recent years. The tea used in Japanese tea ceremony is called *matcha*. Its leaves are grown without exposure to direct sunlight. They are steamed and dried without being rubbed then stone-ground to a powder. Naturally, *matcha* is full of catechin and provides health benefits. There has been an increase in the use of *matcha* in confectionary and cooking overseas, so even more people are enjoying its depth of flavor.



The matcha, or powdered green tea, in this ice cream gives it a refreshing finish.

**Produced in a variety of ways.
Find a type of tea
to suit any occasion.**

There are various ways of manufacturing Japanese green tea. In addition to *sencha*, the most typical Japanese tea, and deep-steamed *sencha*, which is steamed for twice as long as usual, each variety has its own unique taste and nutritional elements. These include *bancha*, which uses the hard leaves and stalks after the new leaves have grown, *houjicha*, which is made from *bancha* or *sencha* that has been roasted over high heat, and *genmaicha*, which blends *sencha* with brown rice roasted under high pressure. There are a variety of occasions on which each type of tea is drunk. *Sencha* is drunk after a meal in Japan. It is effective in reducing stickiness in the mouth and also helps prevent teeth from decaying. Tea drinking is suggested for various purposes and occasions which are commonly observed in Japan. *Sencha* is recommended as a drink before playing sports and also for quenching thirst. With their lower caffeine content, *bancha* or *houjicha* can be drunk before going to sleep.



Surrounded by lush mountains, Japan produces fresh, fragrant green tea.



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うまみ Umami Food Ingredients

Drawing out the unique richness of each ingredient



With a distinctive richness, *umami* draws out the flavor of ingredients.

“*Umami*,” which appears in the presence of other foods, represents the “Fifth Taste” essential to Japanese cuisine.

Umami is one of the five tastes in Japanese cuisine and is said to be the fifth taste after sweetness, sourness, saltiness and bitterness. Fermented foods like cheese and vegetables like tomatoes contain high levels of *umami*. In Japanese cuisine, using the *umami* contained in seafood, seaweeds, mushrooms and fermented foods extracts the natural flavor of the respective ingredients and provides an excellent seasoning even in foods with low fat content. *Umami* represents the cornerstone of healthy Japanese food.

A variety of ingredients containing Japanese “*umami*”.

To use the *umami* element in Japanese cooking, water and *dashi* ingredients must be used to obtain *dashi* stock.

Mostly dried ingredients are used to make *dashi* stock. The *umami* elements increase during the drying and processing stages and nutrients are also concentrated. *Miso* paste or fermented soybean paste and soy sauce, both essential ingredients in Japanese cooking, also gain added *umami* during processing. It is well known that *sushi* and *sashimi* is eaten with soy sauce as the *umami* of soy sauce enhances the flavor of fish with minimal salt. Japan is blessed with a wealth of *umami* food ingredients that extract the natural taste of the raw ingredients.

Secrets behind the flavor of *dashi* stock – its constituents.

The constituents of *dashi* stock include inosinic acid and glutaminic acid, types of amino acids. It is known that these produce a stronger *umami* effect when used in combination. Just as meat flavor improves when simmered together with vegetables, savoring Japanese *dashi* stock in conjunction with food ingredients creates a masterpiece of flavor.

Using favorite Japanese seasonings in world cuisine. Unusual combinations are delicious.

An increasing number of chefs around the world are using distinctive Japanese seasonings like soy sauce, *miso* paste and *yuzu* pepper. The unique aroma and sensory stimulation of these ingredients are popular among diners. They make ideal seasonings for vegetable dip, pasta sauces and stir-fried vegetables and enable diners to discover completely new flavors.



Yuzu pepper used in a French sauce.



“*Katsuo bushi*,” dried and fermented bonito flakes.



“*Miso*,” fermented paste made from soybeans and usually rice or barley.



Soy sauce, made from soybeans, wheat, and salt by fermentation for several months.



A salad enjoyed with a sauce made of *miso*.

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