

ORIGINAL VS. FAKE

HOW TO IDENTIFY REAL
MATCHA



OFFER YOUR CUSTOMERS
HIGH-QUALITY AIYA
MATCHA.





FAKE MATCHA



LOW PRICE,
LOW QUALITY

Matcha is an absolute star among the superfoods and is meanwhile indispensable in the tea trade. No wonder that more and more providers want to jump on this trend. **"Matcha" is a code of the Japanese Tea Association but unfortunately not a protected term.** That's why many companies also offer rotten, industrially ground teas as "Matcha" - Fake Matcha.



rotten
taste



not of
Japanese
origin



no valuable
ingredients



pesticide
burden

ORIGINAL MATCHA



REASONABLE PRICE,
HIGH QUALITY

Your benefit: offer your customers original Matcha in a unique quality. We are working on this every day, together with our parent company in Japan. As the Japanese market leader and the **first Matcha brand in Germany**, we set the highest standards under optimal environmental conditions.

Matcha Master since
more
than 130 years

A family business -
with a
long tradition

Meeting the
highest international
food standards



More than
30 years of
experience in
growing
organic tea

Chilled storage of
our Matcha
ensures quality
preservation

We follow strict
certification guidelines
(including FSSC 22000, EU-
BIO, US-BIO, AIB, IFS) and
even have the Halal and
Kosher ratings.

HOW REAL MATCHA IS MADE

Matcha is one of the highest quality foods. The reason for this is the **careful and complex production**.

CULTIVATION: OVERSHADED

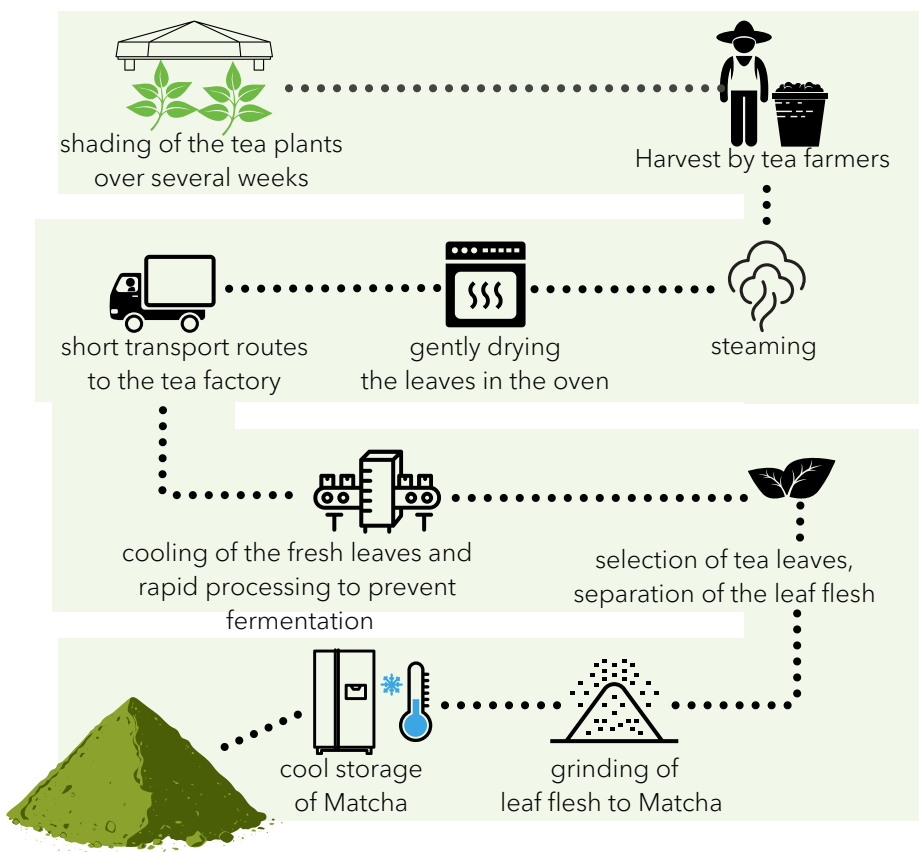
For real Matcha, the tea plantations are shaded with large nets four weeks before the harvest.

RAW MATERIAL: TENCHA

For real Matcha, the tea leaves are gently processed into Tencha in order to preserve the valuable ingredients.

PROCESSING: TRADITIONAL

For real Matcha, traditional granite stone mills that optimally preserve the tea leaves are still used today for processing.



QUALITY CHECK ✓

HOW TO IDENTIFY REAL MATCHA



The stroke test reveals whether the Matcha is original or fake: A straight, velvety line can only be drawn with the thumb from original Matcha. Lower qualities, which are processed industrially, result in a sandy, broken line in the stroke test.



deep, emerald green

COLOUR: RICH



yellowish/brownish
colour



fresh like
green tea

SMELL: INTENSE



fake, like
artificial aroma



Japanese
soft

TASTE: UMAMI



bitter,
like ground



OUR AIYA MATCHA OFFER FOR YOU.

As with all types of tea, there are also different qualities that differ in taste, appearance and ingredients.

At AIYA you can choose between four qualities. You are guaranteed to find the right Matcha for your needs.

KOTOBUKI



Quality

High quality, ceremonial quality

Taste

Mild, gentle.

Use

Suitable as a pure tea or as a high-quality ingredient for delicatessen.

FUKU



Quality

Sophisticated

Taste

Slightly tart, yet gentle.

Use

As an ingredient for food and confectionary. Particularly suitable for milk mix drinks and chocolate.

TSUKI



Quality

Good middle class

Taste

Strong, robust, slightly tart.

Use

Due to the tart taste, it is particularly recommended in connection with stronger flavors.

TSURU



Quality

Industrial quality

Taste

Tart, slightly bitter, strong.

Use

Particularly suitable for dietary supplements and products where the focus is on the effect, and taste plays a subordinate role.





MATCHA MASTERS SINCE 1888



ABOUT US:

AIYA has been producing the best matcha in the world since 1888 and organic matcha tea since 1978. This makes AIYA the absolute pioneer among Japan's organic producers. Even after more than 130 years of success, the AIYA corporate group is still a family business.

AIYA has been active in Europe for 20 years and is the Matcha pioneer on the market. AIYA's European headquarters are in the tea and port city of Hamburg. Today, we are there for you as a competent Matcha expert. Are you based in the tea trade or in the food or beverage industry? Feel free to get in touch with your contact at AIYA Europe at any time!

Products and applications with Matcha tea are becoming more and more popular worldwide, also in the entire European market. Your advantage: You speak directly with the world's No. 1 Matcha producer and directly with your contacts in Europe. Top quality, reliability, state-of-the-art certifications and the best price-performance ratio are important to you? Contact us – we can't wait to welcome you soon as a customer at AIYA Europe.

**AIYA | YOUR
EXPERT FOR
MATCHA AND TEA
POWDER**





ABOUT 130 YEARS OF MATCHA EXPERTISE

In addition to unique products, AIYA also offers you ideas and creative inputs so that you can benefit from our years of experience and expertise. This is one of the many differences that points AIYA from other suppliers out.

AIYA QUALITY - THE HIGHEST OF STANDARDS

YOUR BENEFITS WITH AIYA:

FAST AVAILABILITY

You order, AIYA delivers. With your Matcha order, you are guaranteed a smooth process and a fast delivery time. All AIYA Matcha products are available for you in our warehouses in Germany.

ALWAYS THERE FOR YOU

Take advantage from the Matcha expertise of AIYA's sales and service staff and get advice in over 6 languages - from the many uses of Matcha to ordering and proper marketing.

REFRIGERATED SUPPLY CHAIN

To guarantee you the best product quality, AIYA Matcha is produced in a refrigerated environment, transported in refrigerated containers and stored in refrigerated warehouses. You are also welcome to have the product delivered cooled to your company premises.

HIGH SAFETY STANDARDS

Enjoy carefree with AIYA's all-round safety package. This includes quality controls directly on site in Japan, analyses by accredited laboratories, audits carried out according to internationally recognised standards and production that is 100% organic and pesticide-free.

HIGHEST PRODUCT QUALITY

Let the unique Aiya quality convince you. Our quality standards are internationally confirmed. They bear the seal of approval of numerous certification bodies that are recognised and respected in the industry.



WHAT OUR CUSTOMERS SAY

HAKUMA I Lukas W. Sales 

HAKUMA.COM

Beverage manufacturer

"Due to the high quality of the teas in our products, AIYA has certainly contributed to our success."

Deimos I Francesca M. Business Unit Manager 

Deimos
GROUP

Wholesaler for food ingredients

"AIYA's range of Matcha green tea allows us to visit customers and tell the story of an ingredient with an incredible history, tradition and excellent nutritional and beneficial qualities for the human body."

KoRo I Gloria V. Operations Manager 

KoRo

Food retailer

"Regarding AIYA Europe's influence on the success of their company: "Having products with excellent quality in our portfolio contributes significantly to our company's success. The product ratings on our website speak for themselves."

MOTIKO I Anna B. Sales & Key Account Manager 



Dessert manufacturer

"We have positive reactions and feedbacks from the customer for the Matcha products which we offer in our stores and those markets where we are present, thereby - good demand and sales."

Lola & Smith I Lola H. Co-Founder 

Coffee Shop

"I am so happy with my experience : great support from the team, samples before my order, many tips. We talked before our order, during the shipping and after. Great communication! AIYA is partner that I recommend and I will keep working with this wonderful team [...]"

yourharvest I Tanja K. & Colin I. Produkt Manager 

yourharvest

Food wholesaler

"The cooperation is very pleasant and we benefit a lot from AIYA's great expertise, also in application questions. In addition, we very much appreciate the reliable and professional processing of orders."

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