



MATCHA GUIDE

EVERYTHING YOU NEED TO KNOW
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WHAT IS MATCHA?

Matcha is finely grounded green tea, which is obtained from long-shaded and high-quality Tencha tea leaves.

Matcha is considered Japan's finest and rarest tea variety. It is rich in valuable ingredients. Matcha originated more than 800 years ago as a meditation drink for Buddhist monks. Today, Matcha has also become a trendy drink in European cafés.

But Matcha can do so much more - learn all about the green gold [here](#).



THE (MATCHA) TEA MARKET

A recent consumer report by the German Tea and Herbal Tea Association proves that "tea is the drink of the hour". As a conscious start into the day or as a relaxing break to switch off in home office, drinking tea has become increasingly important since the start of the Covid pandemic and is absolutely trendy.

Annual green tea consumption



Green tea production until 2027: 3,65 million tons



Green tea consumption in GER p.a.: 5.328 tons (2019)



The taste of green tea is familiar to consumers and does not need to be explained as an ingredient.

Sources:

<https://de.statista.com/outlook/cmo/heissgetraenke/tee/weltweit>

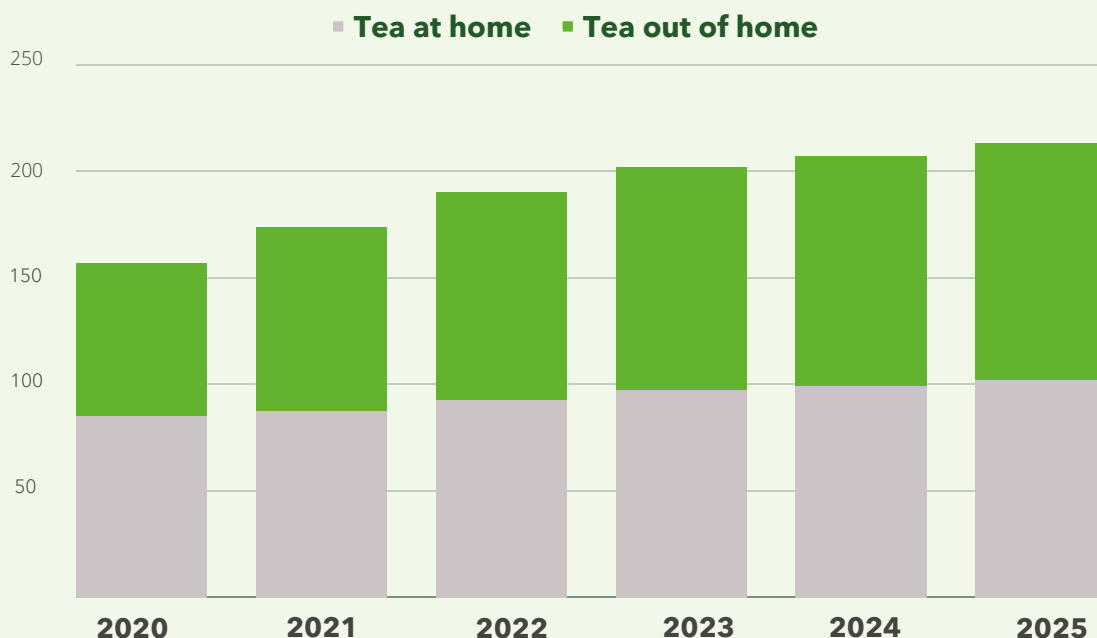
<https://www.fao.org/3/BU642en/bu642en.pdf>

https://www.teeverband.de/files/bilder/Presse/Marktzahlen/Teereport_2021_DS.pdf



REVENUE IN THE TEA SEGMENT WORLDWIDE

in billions EUR (€)



5,47

%

growth per year

DIAGRAMM

A study by Statista shows that the revenue in the tea market will reach a market volume of € 231.50 billion in 2025, according to the forecast.



TRENDY DRINK WITH TRADITION

Buddhist monks discovered Matcha already over 800 years ago on their journeys to China. When they returned to Japan, they brought the tea plants with them and began to cultivate the tea there. Even then, Matcha was a very valuable drink, the consumption of which was reserved for the social elite. The Buddhist monks appreciated the drink during their long meditation sessions. The samurai, on the other hand, enjoyed a bowl of Matcha before their fights, as it made them stronger and gave them long-lasting energy and concentration. Traditionally, Matcha is always drunk as part of a tea ceremony, and this ritual is still practiced today.

In the meantime, Matcha has made its way out of Japan and is currently establishing itself as the new trend drink in Europe, which offers a healthy alternative to coffee thanks to its energising effect and many valuable ingredients.

The current Taste Report by Kerry confirms that health has now become a key factor for consumer decisions in the food sector. And the green powder is also convincing in terms of taste:

Matcha is one of the fastest growing flavours in the drinks & desserts categories!

Source: Kerry Marketing Insights Taste Program 2022, categories Beverages and Sweets for Europe & Russia

NOT ALL MATCHA IS THE SAME

The 3 most important characteristics of good Matcha:



COLOUR

Each Matcha quality has its colour. During the shading phase, the tea plants produce more chlorophyll and amino acids. These lead to the intense green colour of the leaves, which can also be seen after grinding. Stronger green = higher Matcha quality.



TASTE

The higher content of chlorophyll and amino acids gives the tea leaves their nutty, sweet taste (umami). The bitter substances contained in normal tea are needed to protect the leaves from the sun. Shaded tea needs less of it.



TEXTURE

Before the Tencha leaves are ground into Matcha, veins and stems are removed, leaving only the finest, pure pulp of the young tea leaves for grinding. High-quality Matcha powder has an ultra-fine texture that can also be checked haptically with a stroke test.

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: INTENSIVE



fake like artificial aroma



Japanese soft

TASTE: UMAMI

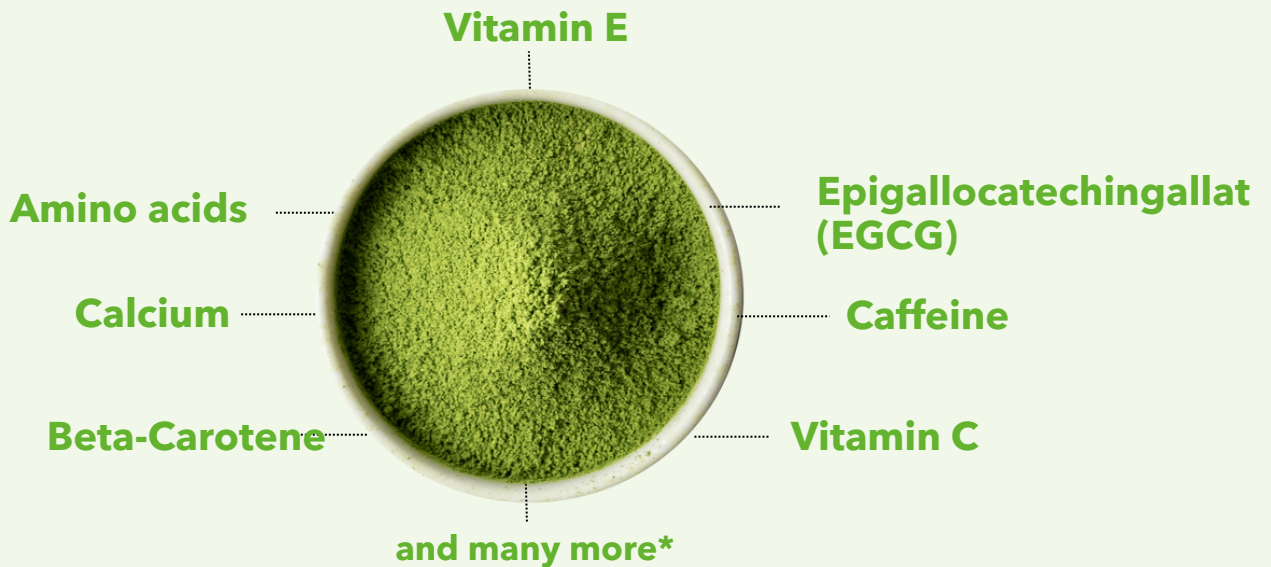


bitter, like ground



SUPERFOOD - MATCHA

If you drink Matcha, you consume the tea leaf whole and thus enjoy 100% of the ingredients it contains. Matcha tea is considered THE natural superfood alongside goji-berries and co. - why? Because of the large number of valuable ingredients it includes, like numerous vitamins, minerals, the amino acid L-theanine and lots of antioxidants such as Epigallocatechingallat.



*As matcha is a natural product, values may vary. You can find the exact nutritional information of our AIYA Matcha qualities at aiya-europe.com.



10X THE EFFECT OF THE INGREDIENTS OF GREEN TEA

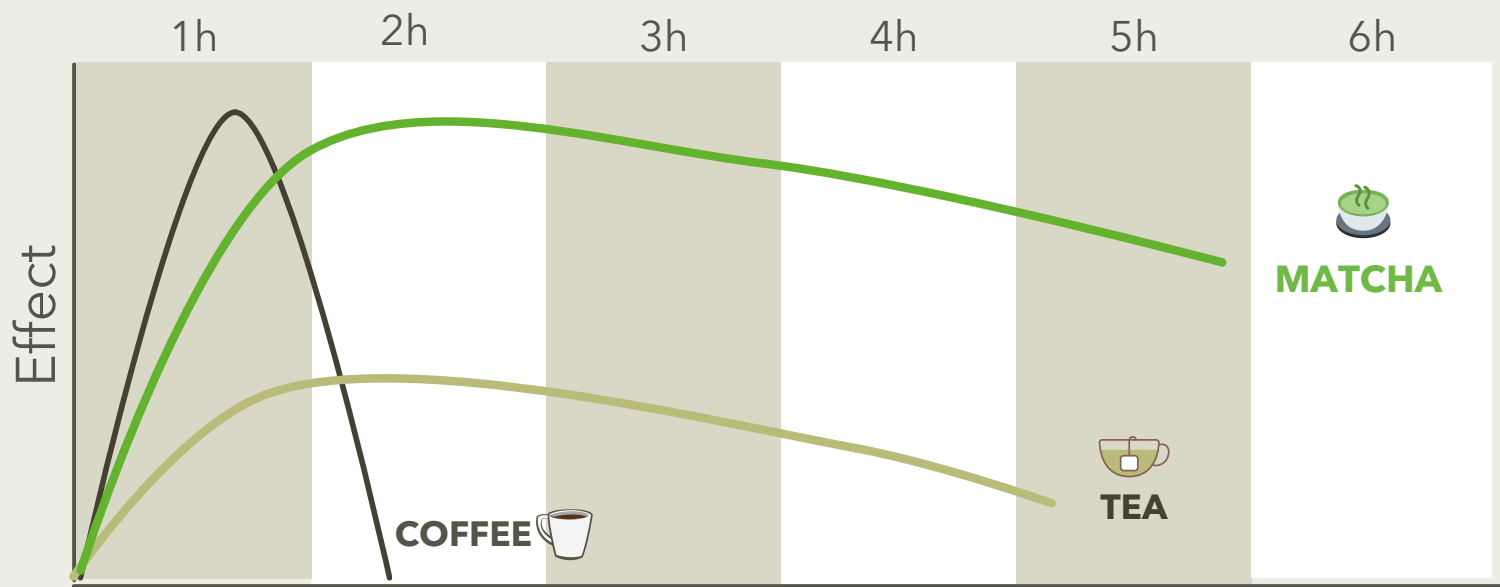
Compared to a cup of green tea, Matcha contains 10 times as much of the healthy ingredients. This makes Matcha perfect as an ingredient for supplements, protein powders or similar products.

THE STAR AMONG THE SUPERFOODS

No other natural product contains more antioxidants than Matcha. With an ORAC value of 1,711 units per gram, Matcha is a natural wonder weapon against free radicals. The antioxidant capacity of Matcha tea exceeds that of goji berries, pomegranates or blueberries, for example, many times over. Antioxidants protect our cells from free radicals and can thus have a positive influence on our body.

ORAC-VALUES

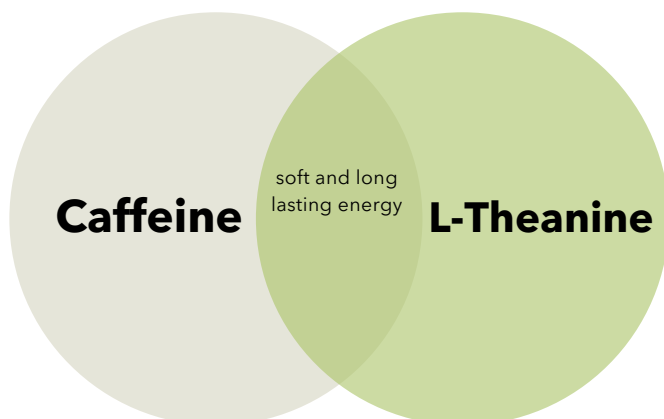




MATCHA EFFECT

THE ESPRESSO AMONG TEAS

As above the diagram shows, Matcha contains a lot of caffeine. Compared to coffee, however, the effect of the caffeine is different. The caffeine in coffee provides a quick and strong energy kick, which, nevertheless, also wears off again after a relatively short time. This effect often causes the typical coffee jitters. With Matcha, the energising effect starts a little later, but is lasting much longer than with coffee - up to 6 hours.

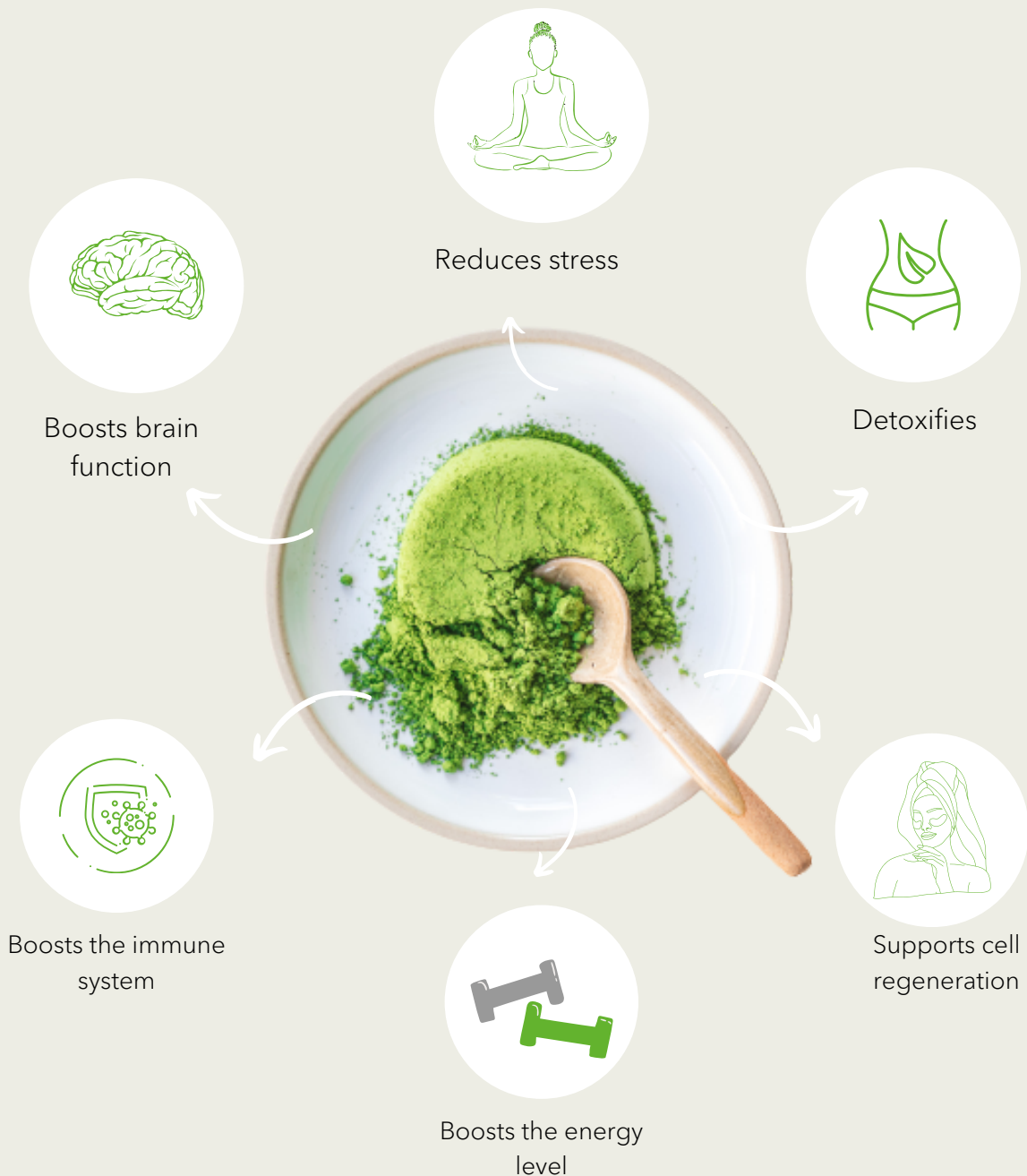


SOFT ENERGY UP TO 6 HOURS

Unlike coffee, Matcha tea contains the amino acid L-theanine in addition to caffeine. This harmonises perfectly with the caffeine, as it reduces stress and, with its calming properties, reduces the stimulating effect of the caffeine. The result: a clear, alert mind and better concentration for several hours. The perfect balance of revitalisation and relaxation.

MATCHA BENEFITS

Studies on green tea powder and its ingredients have already brought to light a variety of health benefits for our body.



Sources:

hPham-Huy LA, He H, Pham-Huy C. Free radicals, antioxidants in disease and health. *Int J Biomed Sci.* 2008;4(2):89-96.

Sherman SM, Buckley TP, Baena E, Ryan L. Caffeine Enhances Memory Performance in Young Adults during Their Non-optimal Time of Day. *Front Psychol.* 2016;7:1764. Published 2016 Nov 14. doi:10.3389/fpsyg.2016.01764

Pham-Huy LA, He H, Pham-Huy C. Free radicals, antioxidants in disease and health. *Int J Biomed Sci.* 2008;4(2):89-96.

Venables MC, Hulston CJ, Cox HR, Jeukendrup AE. Green tea extract ingestion, fat oxidation, and glucose tolerance in healthy humans. *Am J Clin Nutr.* 2008 Mar;87(3):778-84. doi: 10.1093/ajcn/87.3.778. PMID: 18326618.

THE TRADITIONAL MATCHA PREPARATION



Sieve the Matcha



Add some hot water (max. 80°C)



Whisk the Matcha with a bamboo whisk until frothy



Enjoy



MATCHA LATTE PREPARATION



For Matcha Latte, froth milk or plant drink and pour into a glass, then add the prepared Matcha.

THE QUICK WAY:

AIYA Matcha for Latte is perfectly suited for the quick enjoyment of Matcha Latte. Stir 1 tbsp (10g) Matcha for Latte with 200ml of hot milk, add milk froth and serve.



MATCHA - APPLICATIONS

Matcha can be used in many ways: for pure enjoyment, as an ingredient in beverages and food, or as a high-quality elixir in cosmetics. Matcha opens the way to diverse product innovations and offers you individual solutions for your business.



BEVERAGE

Refine your beverage range with our Matcha and inspire your customers with unique & vitalising drinks, from Matcha lemonade to Matcha martini to a healthy Matcha smoothie.

FOOD

Thanks to its finely ground consistency, Matcha is also becoming increasingly popular as a kitchen ingredient. The typical Matcha taste is described as "umami": This translates as "pleasant taste" and describes - in addition to sweet, salty, sour and bitter - the fifth sense of taste. Matcha is therefore suitable as a special ingredient in both desserts and savoury dishes.



COSMETICS

The antioxidants contained in Matcha prevent free radicals from penetrating and damaging the skin cell membrane. Thus, Matcha can have a proactive effect on the outer appearance of the skin and has become a popular ingredient in the cosmetics industry.

SUPPLEMENTS

Due to the large number of valuable ingredients, Matcha has significant physical and mental benefits for the body. Compared to a cup of green tea, matcha contains 10 times as much of the healthy ingredients. This makes Matcha perfect as an ingredient in supplements, protein powders or similar products.





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.



Certified organic (EU)



Certified organic (JP)



Kosher



Certified IFS Broker

WHAT OUR CUSTOMERS SAY

KLYO I NORA M.

"Our customers have approached us and increasingly asked if we have Matcha in our menu. As a result, we have tried different Matcha powders. Cheaper products did not dissolve so well in milk or water. Finally, we came across you (AIYA), where the quality was right."



Since 2017, KLYO in Vienna has been serving its customers healthy, homemade food and drinks made from regional and high-quality ingredients. The increased demand for Matcha led to a collaboration with AIYA. Since then, Matcha Latte and Iced Matcha Latte are common and often ordered drinks at KLYO in summer, says Nora.

MB MAISTO EKSPERTAI I JONAS J.

"We found AIYA on the internet as Matcha supplier. We were able to get samples, selected what we needed and ordered our products. The attention and communication from AIYA is something other suppliers need to learn. [...] Customer support is amazing. Looking forward to working with AIYA in the future."



MB MAISTO EKSPERTAI is a health food restaurant in Lithuania. Tapas are on the menu along with many different creations with Asian influence. AIYA Matcha is used in fine desserts and delicacies. Jonas is very enthusiastic about Matcha: "We are thinking about opening a Matcha themed POS. AIYA's portfolio will definitely be a big part of our business."

DICHEM FOODS I ILIANA P.

"The follow up from AIYA after our first meeting was highly professional and the presentations we received were very informative and indeed helped us to understand Matcha tea and its functionality in more depth. Consequently we decided to proceed further with our collaboration [...] This gave us the opportunity to determine also the quality of AIYA's products, which proved to be excellent."



DICHEM FOODS is a Greek food wholesaler selling raw materials. "AIYA's products have successfully enriched our product portfolio and contributed to the health and functional profile of our company, which we intend to further strengthen. AIYA's products are very well received by our customers and we have already seen success stories in the beverage sector," said Iliana.

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."

DISCOVER AIYA MATCHA FOR YOUR BUSINESS



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