

A Beginner's Guide to MATCHA

Matcha is a type of green tea that has been picked, dried, and grinded from tea leaves into a powder. It originated in China in the 8th century, but became popularized much later in the 12th century when it was discovered by a Buddhist Monk, Myoan Eisai, and brought to Japan. Monks drank matcha to improve meditation sessions thanks to matcha's properties that produce a state of calm alertness. This became the basis for Japanese Tea Ceremony - "chado" - which is still practiced today all across Japan.

From Leaf to Powder

- Shade Grown**
Green tea plants are grown and covered with bamboo mats or rice straws to develop Chlorophyll and an umami flavor
- Harvesting**
Hachiju-Hachiya, the 88th day of spring, is the start of harvest season. Only the greenest leaves are picked for matcha
- Steamed and Air Dried**
The leaves are steamed for 20 seconds to prevent oxidization, then dried and sorted/de-stemmed for grinding
- Grinding**
The dried leaves are ground on a stone mill to achieve a fine, smooth powder texture for packaging
- Powder**
The matcha powder is ready for use! It can last for ~2 years if stored properly (airtight container + cool, dark place)

Health Benefits

- Boosts Brain Function**
Improvements in reaction time, attention, and memory; + there is also almost no crash after caffeine consumption from matcha
- Rich in Antioxidants**
Antioxidants prevent or delay some types of cell damage, and can stabilize the causes of some chronic diseases
- Improves Heart Health**
Green tea consumption has been linked with weight loss and a lower risk of cardiovascular disease
- Supports Dental Health**
EGCG in matcha can help slow the bacterial growth that causes plaque and cavities in your mouth

Places in Japan

- Uji, Kyoto**
Uji is often known as the birthplace of matcha! It is one of the best places for matcha in Japan, as its soil is perfect for growing tea. Most ceremonial-grade matcha powder comes from Uji.
- Shizuoka Prefecture**
Shizuoka is Japan's number one tea-producing region - being responsible for 40% of the green tea production of the entirety of Japan! It is known for making high-quality matcha tea, but moreso for its loose-leaf green tea, which is produced more often.

Tools

- Bowl with Spout
- Warm Water
- Sifted Matcha Powder
- Bamboo Whisk
- Handheld Sifter
- Serving Cup
- Bamboo Whisk and Scoop
- Warm Water

- Yame, Fukuoka**
Yame is situated on an island in southwestern Japan. It is known for its hillside green-tea fields, and is a great place to find amazing matcha. Fun Fact: Yame was the first place that tea was grown by monks in Japan.

Whisking

Whisk your matcha gently in an "M" or "W" formation to incorporate air & create a foamy top layer

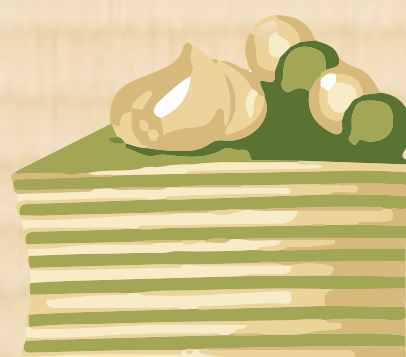
Do not apply too much pressure while whisking (you should not be able to feel the bottom of the bowl while moving)



Ways to Enjoy Matcha



Drink it straight, or add into milk (sweetener is optional) for a matcha latte



Add matcha to your desserts! Popular creations include matcha cake, cookies, pudding, and bread



Hide matcha in your smoothies and yogurt for all of the benefits without any of the taste