

About Matcha

FAQ

— How does price of matcha (Matcha for food processing) affect its quality?

With matcha, higher-quality (higher price) means better aroma, milder flavor, and deeper taste with fine finish, with less astringency. High-end matcha also has brighter color.

— How is matcha for processed food different from matcha for drinks?

There is not a concrete explanation to this, but we draw a rough line between leaves that are “good for drinks” and “better to be used for processed food” according to their bitterness. Generally, matcha for processed food are made with cheaper tea leaves that are grown with less fertilizer and efforts, causing their taste to become even bitter.

— Can matcha for drinks be used for processed food?

Yes. It is actually better to use matcha (those above quality level of Makinoshiro) for drinks for foods as well, because the flavor and color of the finishing dish/product will be finer and better differentiated from other similar dish/products. We recommend the use of matcha for drinks even for processed food.

Quality and Safety

Matcha has a susceptibility to high temperature, high moisture, and direct sunlight or light. Handling with care is important.

■ Preservation method before opening

Refrigeration or freezing is highly recommended because quality of matcha is better maintained at low temperature. When opening the seal, please bring back to room temperature to avoid condensation.

■ Preservation method after opening

If matcha is preserved in refrigerator without firmly closing the container, it condenses due to temperature variation and other factors and quickly loses quality. Please put in an airtight container at room temperature before refrigeration or freezing. Once opened, it should be consumed within a relatively short period of time.

■ Expiry date

Best before for 8 months from the manufacturing date, if unopened. Refrigeration or freezing is highly recommended to maintain freshness. Also only buying a portion that could be used within a month-long-period is recommended.

Precautions

■ Handling of oxygen absorbers

Our matcha is sealed with oxygen absorbers to keep quality. Oxygen absorber for bagged matcha is glued in the center inside the bag. Although it is less likely that it comes off, please handle with care when taking out matcha directly from the bag at the time of use to make sure that oxygen absorber stays inside. Oxygen absorber is packed with a material harmless to the quality of matcha.

■ Care at the time of opening

Bring back the matcha to room temperature at the time of use to avoid condensation.

■ Sifting of lumps

Due to its fine nature of particles, matcha tends to coalesce with static electricity. Sifting is recommended before use.

■ Wetness of matcha

When sprinkled on top of sweets, matcha may become wet due to its nature to quickly absorb moisture and water.

■ Degradation with heat

When heated, degradation of flavor and change in color to reddish green may occur to matcha.

■ Color fading with light

The color of matcha we offer is purely natural because we do not use any additives. If kept in a showcase and exposed to light for a long period of time, it may fade.



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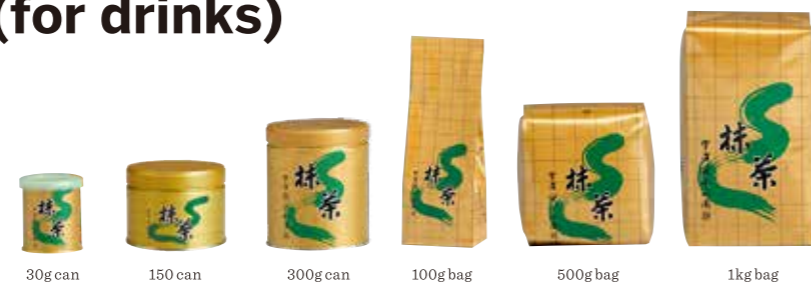
Matcha

Taste First

Yamamasa's Special Matcha

Due to the simple nature of tea processing, the quality of tea products is greatly affected by the quality of raw tealeaves. In other words, if we want to make fine tea, we must first get a hold of fine tealeaves, which often come with good price. This is why we pursue time and process conscious tea manufacturing, from purchase of tealeaves to sales of tea products, so that we can maximize the quality (taste and aroma) of our tea products against retail price. Our number one priority is to deliver "good tea" to our customers with appropriate pricing.

Yamamasa's Special Matcha (for drinks)



Product name	30g can	150g can	300g can	100g bag	500g bag	1kg bag
	Desired retail price	Desired retail price	Desired retail price	Desired retail price	Desired retail price	Desired retail price
Chajyu-no-mukashi	5,000	23,800	—	16,000	—	—
Kasuga-no-mukashi	4,000	19,000	—	12,800	—	—
Kaguraden	3,500	16,600	—	11,100	—	—
Seiun	3,000	14,300	28,200	9,500	—	—
Tennouzan	2,500	11,900	23,600	7,900	39,500	—
Senjin-no-mukashi	2,000	9,500	18,800	6,300	31,500	—
Sikibu-no-mukashi	1,500	7,100	14,000	4,700	23,500	46,700
Ogurayama	1,200	5,700	11,200	3,750	18,500	36,700
Yomo-no-kaori	1,000	4,750	9,300	3,050	15,200	30,000
Samidori	800	3,800	7,400	2,400	11,800	23,300
Matsukaze	600	2,750	5,300	1,700	8,500	16,700
Maki-no-shiro	—	2,250	4,300	1,400	6,800	13,300

※ tax is not included in the desired retail price. ※ "-" indicate that the tea is not available in the given form.

Unit: Yen

Yamamasa's Special Matcha for processed food

Matcha flavored dishes and sweets are now very common. It is our privilege that famous Japanese and western confectionary stores, hotels and hot springs facilities, restaurants, cafés, and food manufacturers are a fond of our aromatic matcha.

■ Taste first with no additives

We value flavor and aroma of matcha for processed food just like our matcha for drinks. Our matcha are natural in flavor; no artificial colorants and additives are used.

■ Choosing a product that best matches your needs

Matcha is an additional ingredient that differentiates your product by giving unique flavor. Just by spending a portion of the budget of your dish/confectionary on matcha, it will become richer in taste. This is why we recommend that our customers prioritize quality. We suggest the use of matcha for drinks for foods that sprinkle matcha, matcha drinks, ice creams, and creams.

Use/Grade	Higher than Yomonokaori	Higher than Makinoshiro	Special A	Special B	# 1	# 2	# 3
Japanese and western cuisine Restaurants and cafés							
Western confectionary Ice cream, cream, chocolate							
Western confectionary Cold sweets, sponge, bread, cookies							
Japanese confectionary Bean paste, steamed sweets such as bean jelly, rice crackers							
Processed food Boiled fish paste, noodles, seasoned powder							

Matcha suitable food processing

Product name	300g can	100g bag	500g bag	1kg bag
	Desired retail price	Desired retail price	Desired retail price	Desired retail price
Yomo-no-kaori	9,300	3,050	15,200	30,000
Samidori	7,400	2,400	11,800	23,300
Matsukaze	5,300	1,700	8,500	16,700
Maki-no-shiro	4,300	1,400	6,800	13,300
Special A	3,400	1,100	5,200	10,000
Special B	2,900	940	4,400	8,400
Number 1	2,400	770	3,600	6,800
Number 2	1,900	—	2,800	5,100
Number 3	1,700	—	2,400	4,300

※ tax is not included in the desired retail price. ※ "-" indicate that the tea is not available in the given form.

Unit: Yen