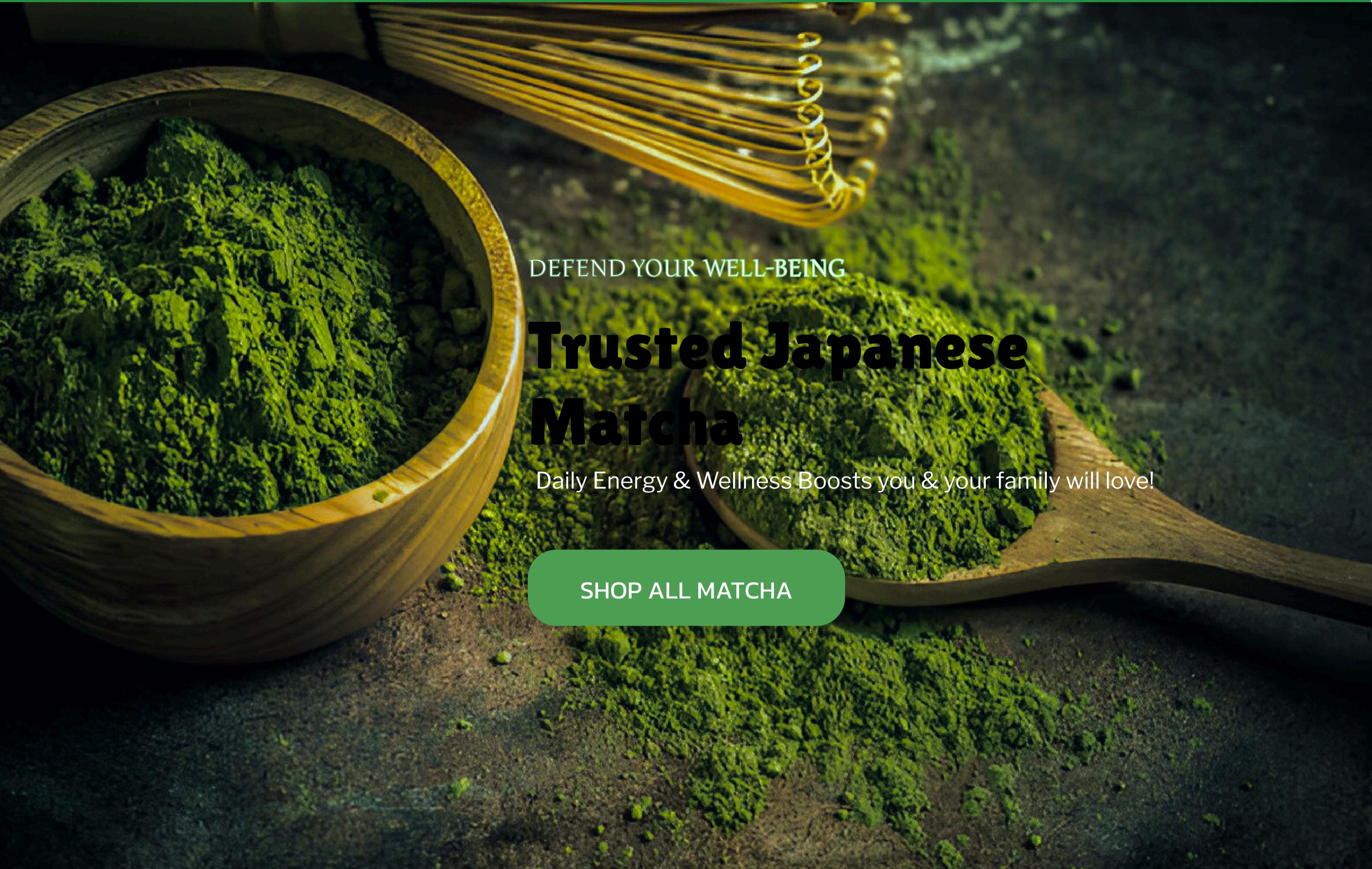


LINK

<https://www.figma.com/design/Npf7apjzLd12ebsaxmkLeJ/MATCHA?node-id=94-77&t=2N15HP2S5OOCMeH6-1>



DEFEND YOUR WELL-BEING

Trusted Japanese Matcha

Daily Energy & Wellness Boosts you & your family will love!

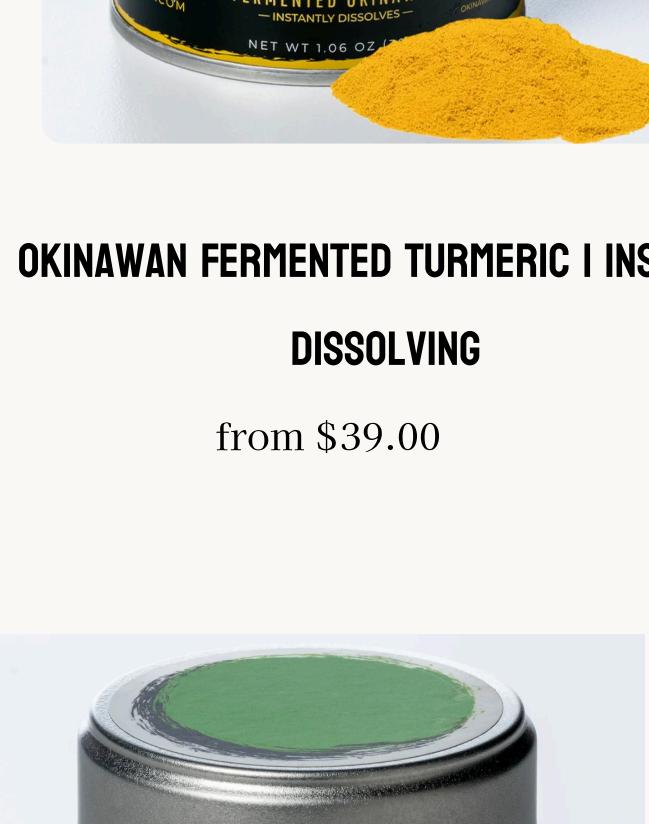
[SHOP ALL MATCHA](#)

**ORGANIC MATCHA KIT, CEREMONIAL MATCHA SET (#1 MATCHA STARTER SET)**

\$129.00 Sale price from \$117.00 Save \$12.00

**TENCHI CEREMONIAL ORGANIC**

from \$49.00

**OKINAWAN FERMENTED TURMERIC I INSTANT DISSOLVING**

from \$39.00

**CEREMONIAL GRADE SAMPLER, #1 FOR NEWCOMERS**

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**MIGHTY MUSHROOM MATCHA LATTE (FANTASTIC FUNGI)**

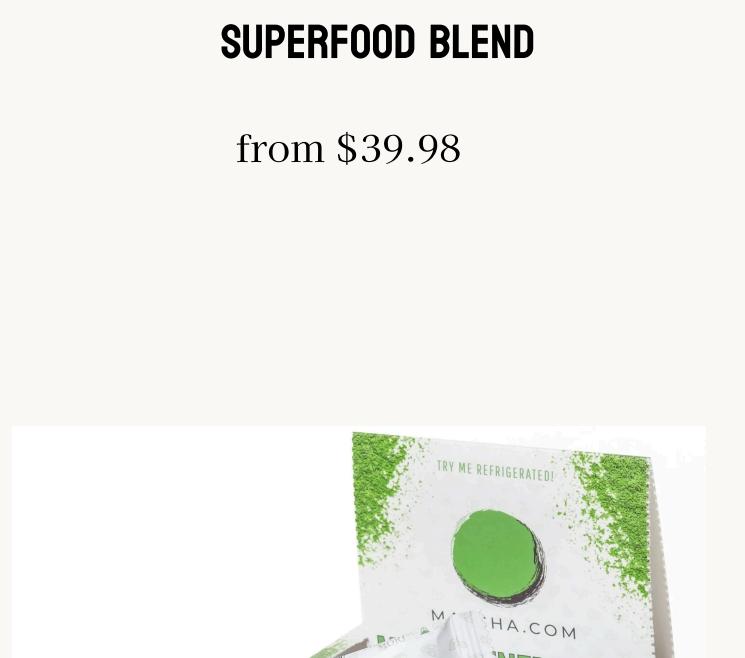
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**FIRST HARVEST SIPPING MATCHA**

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**ORGANIC MATCHA SUPERIOR**

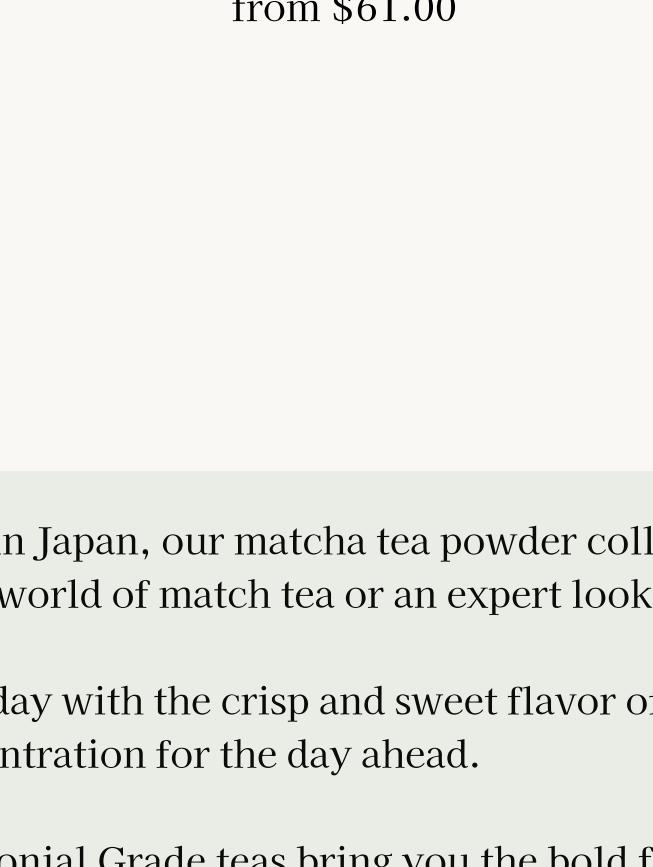
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**ORGANIC MATCHA LATTE ADAPTOGEN & SUPERFOOD BLEND**

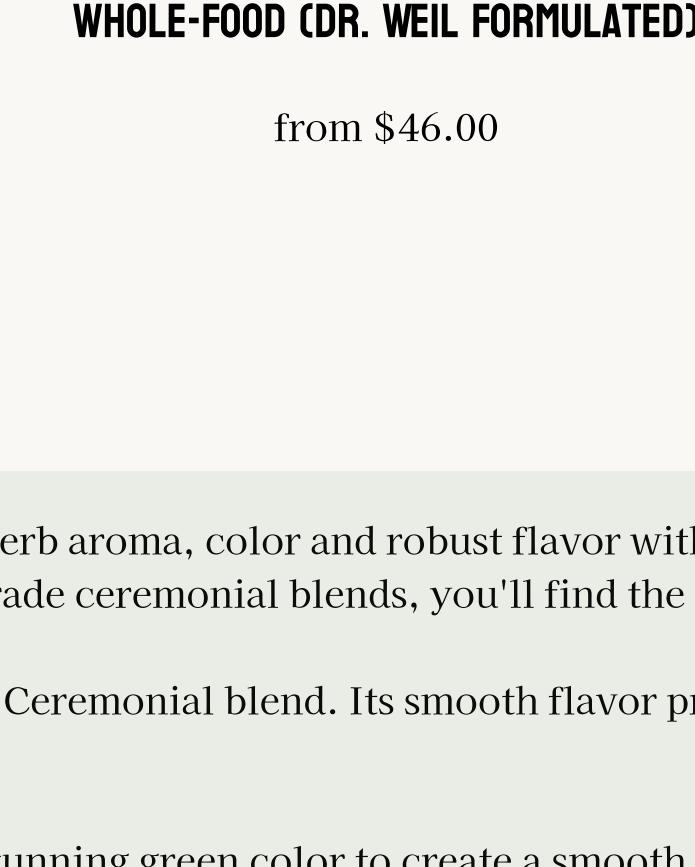
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**FLAVORED MATCHA, ORGANIC CEREMONIAL MATCHA FLAVORS (CHOCOLATE / VANILLA)**

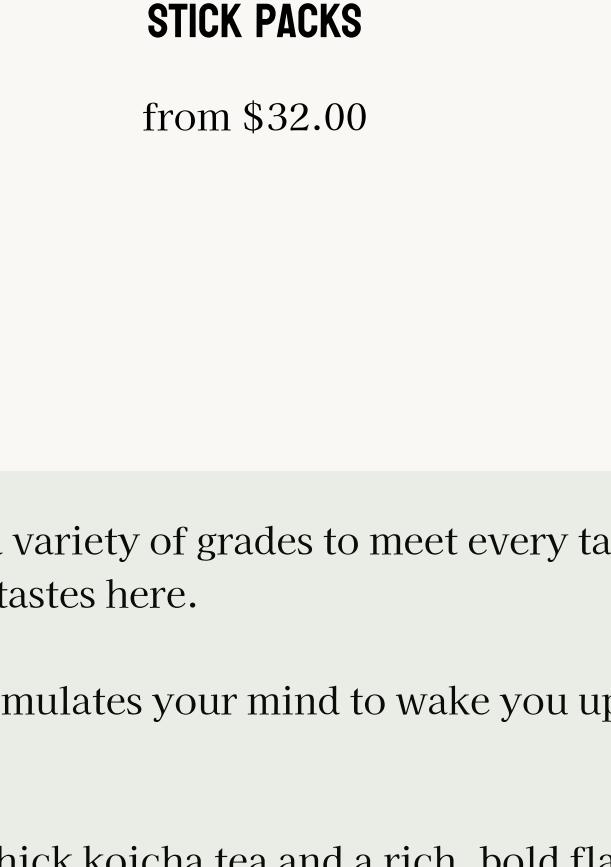
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**"ORIGINAL" CEREMONIAL GRADE MATCHA**

from \$61.00

**NEW: MATCHA ENERGY BAR – ORGANIC, HIGH FIBER, WHOLE-FOOD (DR. WEIL FORMULATED)**

from \$46.00

**"MATCHA ON THE GO" ORGANIC CEREMONIAL STICK PACKS**

from \$32.00

Harvested in Japan, our matcha tea powder collection combines superb aroma, color and robust flavor with ancient tradition in a variety of grades to meet every taste. If you are new to the world of matcha tea or an expert looking for the highest grade ceremonial blends, you'll find the matcha tea to fit your tastes here.

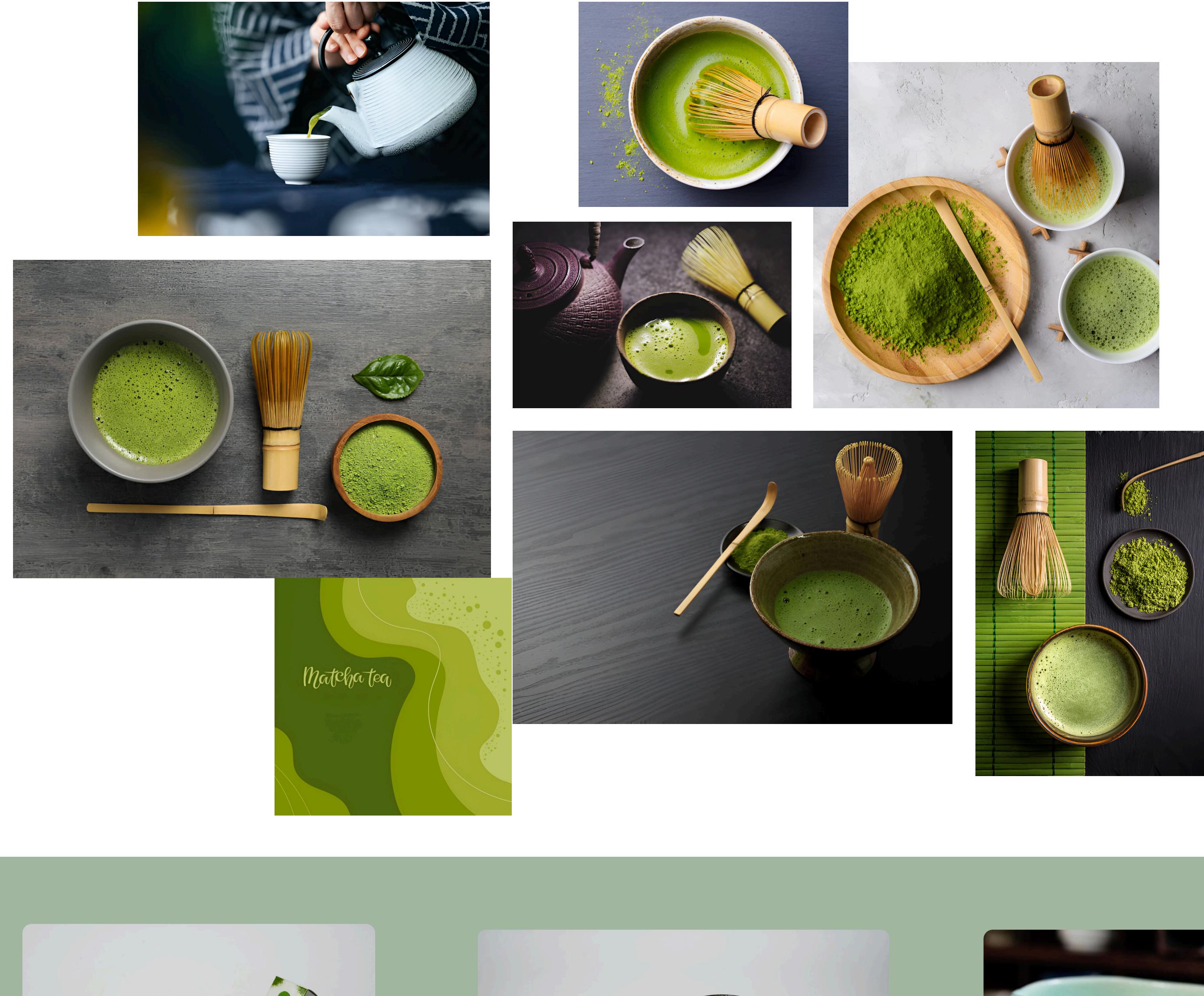
Start your day with the crisp and sweet flavor of our Morning Ritual Ceremonial blend. Its smooth flavor promotes energy and stimulates your mind to wake you up and enhance your concentration for the day ahead.

Our Ceremonial Grade teas bring you the bold flavor you love in a stunning green color to create a smooth flavored delight. For thick koicha tea and a rich, bold flavor without bitterness, choose our Master's Premium Ceremonial blend.

Adding matcha tea to your favorite smoothie is easy with our regular or organic culinary grade selections. Blend, whisk or bake to add natural sweetness, nutrients and antioxidants to your favorite recipes.

It doesn't matter if you want a morning blend, prefer a ceremonial grade or love the versatility of blending culinary grade into your smoothies for added nutrition, our curated selection of exquisite matcha tea powders bring you the taste, health benefits and superb quality matcha you love.





ORGANIC MATCHA KIT, CEREMONIAL MATCHA

SET (#1 MATCHA STARTER SET)

\$129.00 Sale price from \$117.00 Save \$12.00



COMPLETE 2-PERSON MATCHA KIT

WITH ORGANIC MATCHA

\$199.00 Sale price from \$159.00 Save \$40.00



PREMIUM JAPANESE MATCHA BOWL (HAND-

MADE)

from \$29.00

BAMBOO MATCHA WHISK | TRADITIONALLY
HANDMADE

\$29.00 Sale price \$24.00 Save \$5.00

ELECTRIC FROTHER FOR MATCHA, MATCHA
FROTHER

\$27.00

JAPANESE-MADE MATCHA SIFTER (FURUI) | 100%
STAINLESS-STEEL

\$18.00 Sale price \$14.00 Save \$4.00



MATCHA TEA SCOOP (CHASHAKU)

\$15.00

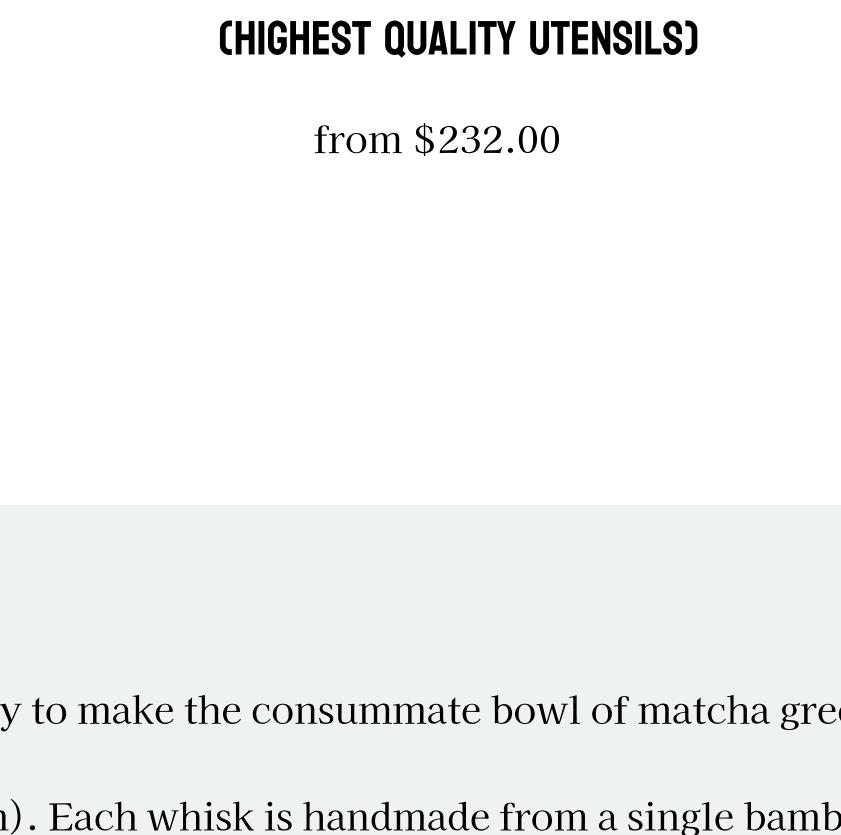
MATCHA WHISK HOLDER | MATCHA WHISK
STAND FOR BAMBOO WHISK

from \$13.00

PREMIUM MATCHA DRINKING CUPS (TUMBLERS &

MUGS), MADE IN JAPAN

from \$43.00

JAPANESE LACQUER TEA CADDY | LACQUER
MATCHA CADDY FROM JAPAN FOR TEA

\$78.00

#1 COUPLES GIFT KIT, CEREMONIAL MATCHA
(HIGHEST QUALITY UTENSILS)

from \$232.00

PREMIUM 1-PERSON ORGANIC MATCHA KIT
(HIGHEST QUALITY UTENSILS)

from \$169.00

Authentic Japanese utensils give your tea the flavor and consistency to make the consummate bowl of matcha green tea in a way Western utensils cannot. Expertly whip your matcha tea with our handcrafted whisk (chasen). Each whisk is handmade from a single bamboo piece. Our matcha tea whisks are available in several different fine count options. Store your whisk between uses and give it a longer life with our whisk-shaped drier accessory.

Our matcha tea scoop (chashaku) is crafted out of a single piece of bamboo and made to exact measurements for a foolproof amount of tea every time.

Proper sifting is essential when you make a bowl of matcha tea. Our matcha tea sifter (furui) is handmade to prevent the tea from clumping. Making matcha tea is an art form, and the only way to achieve the sublime is with traditional Japanese utensils and methods.

What does Godzilla have to do with matcha tea? Take a look at our Kanagawa wave and Godzilla t-shirts to find out. Even if you don't make or drink matcha tea yourself, it's obvious Godzilla loves it. T-shirts are available in regular and ladies' sizes in a variety of colors. Our t-shirts make fun gifts for everyone on your list, too.





Matcha Research Hub

Matcha is the ultimate form of green tea in the whole world. It comes exclusively from Japan, where the benefits of matcha are strongest due to the special climate and cultivation techniques.

- [Matcha 101](#)
- [Matcha Health Benefits](#)
- [Matcha vs Coffee](#)
- [Matcha Recipes](#)
- [History of Matcha](#)



MATCHA 101 What is Matcha?

Can green tea have superpowers? When it comes to health benefits, it can. Powdered matcha contains antioxidants, amino acids, vitamins, and minerals that deliver health benefits no other food, drink, or traditional green tea can.

[LEARN MORE](#)

Matcha Health Benefits

Matcha Green Tea Delivers Real Health Benefits

Can green tea have superpowers? When it comes to health benefits, it can. Powdered matcha contains antioxidants, amino acids, vitamins, and minerals that deliver health benefits no other food, drink, or traditional green tea can.

[LEARN MORE](#)

Matcha and Allergies

Matcha and Allergies

[Matcha Tea for Immunity](#)

Matcha and Mental Health

Matcha and Mental Health

[Matcha Tea and Heart Health](#)

Matcha for Anxiety

Matcha for Anxiety

[Matcha Tea and Adaptogens](#)

Matcha for Athletes

Matcha for Athletes

[Matcha Tea and Hormones](#)

Matcha for Focus

Matcha for Focus

[Matcha Tea and Gut Health](#)

Matcha for Sports

Matcha for Sports

[Matcha Tea and Vitamins](#)

Matcha Green Tea for Covid 19

Matcha Green Tea for Covid 19

[Matcha Tea and Fats](#)

Matcha Health Benefits

Matcha Health Benefits

[Matcha Tea for Skin](#)

Matcha Tea and CBD

Matcha Tea and CBD

[Matcha Tea and Fasting](#)

Matcha Tea and Diet

Matcha Tea and Diet

[Matcha Tea for Weight Loss](#)

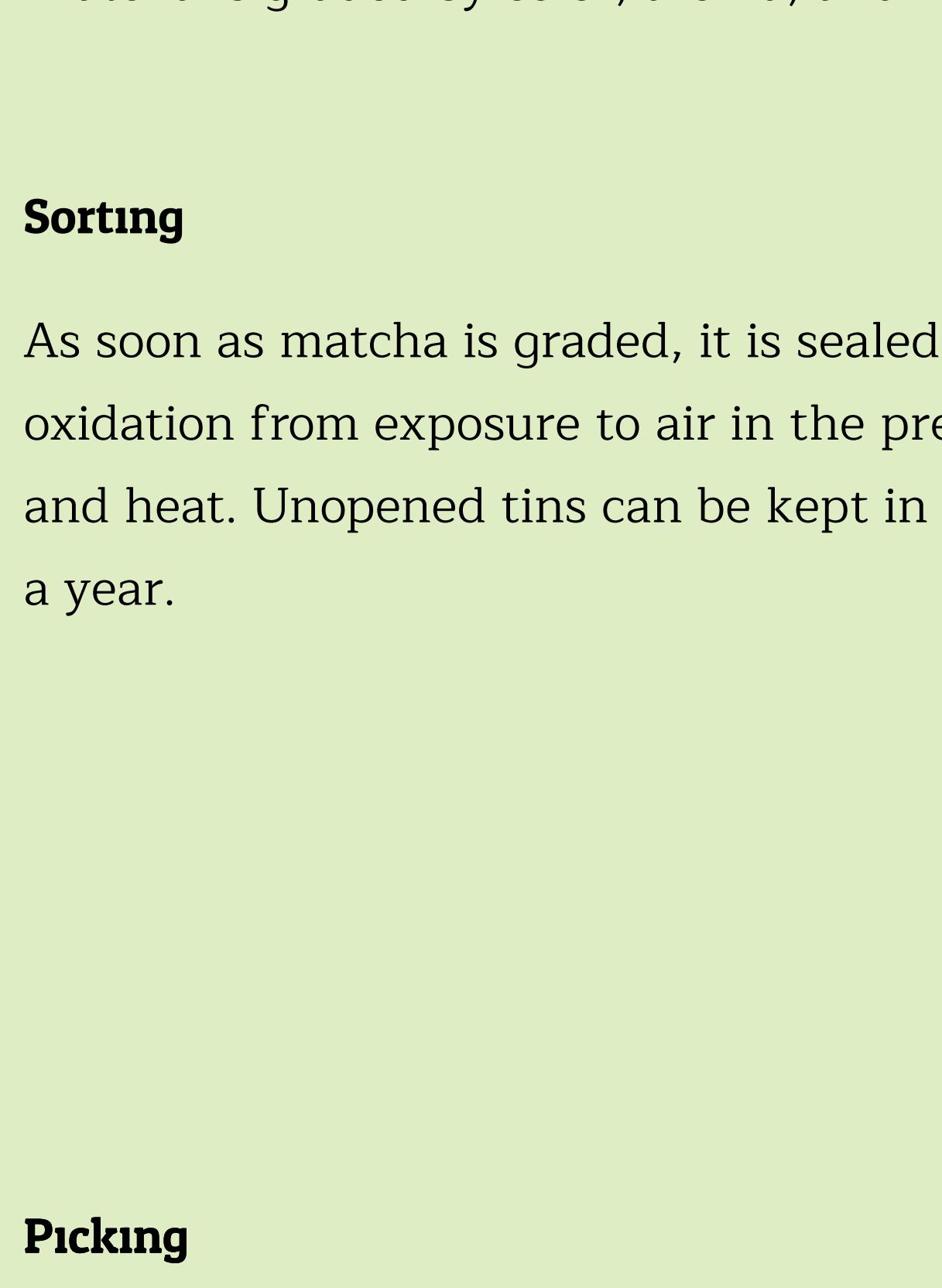
Matcha Tea vs Super foods

Matcha Tea vs Super foods

[Matcha Tea vs Coffee](#)

Matcha Tea History

Matcha Tea History



Matcha vs Coffee

Why is Matcha Better than Coffee?

Matcha has caffeine like coffee, but your body processes it in a completely different way. The caffeine in matcha is released slowly, and the amino-acids control how it functions in the brain. This way you don't get the jitters, anxiety, heart palpitations, or that familiar mid-afternoon caffeine crash from when you drink coffee. Unlike coffee, matcha also doesn't irritate the gastrointestinal tract, instead it's a probiotic for our gut-microbiome.

[LEARN MORE](#)

How is Matcha Harvested?

During a short and busy harvest season, tea farmers gather leaves and take them to processing facilities.

Drying

Heated from below in a carefully controlled fire pit, the leaves pass through 3-4 levels on a conveyor belt, ensuring thorough and even drying.



Cutting/Sorting

Once dried, the tea leaves are cut, sorted, and mixed thoroughly, ensuring consistent quality and flavor. The resulting product, called tencha, is stored in a temperature- and humidity-controlled environment until needed to make matcha.

Grinding

Tencha is ground into matcha powder between rotating grooved stones driven by machines. A funnel drops cut leaves through a hole into a space between two stones. The grinding process takes two hours, resulting in an extremely fine powder.

Grading

Matcha is graded by color, aroma, and flavor.

Sorting

As soon as matcha is graded, it is sealed in tins to prevent oxidation from exposure to air in the presence of light and heat. Unopened tins can be kept in a freezer for up to a year.

Picking

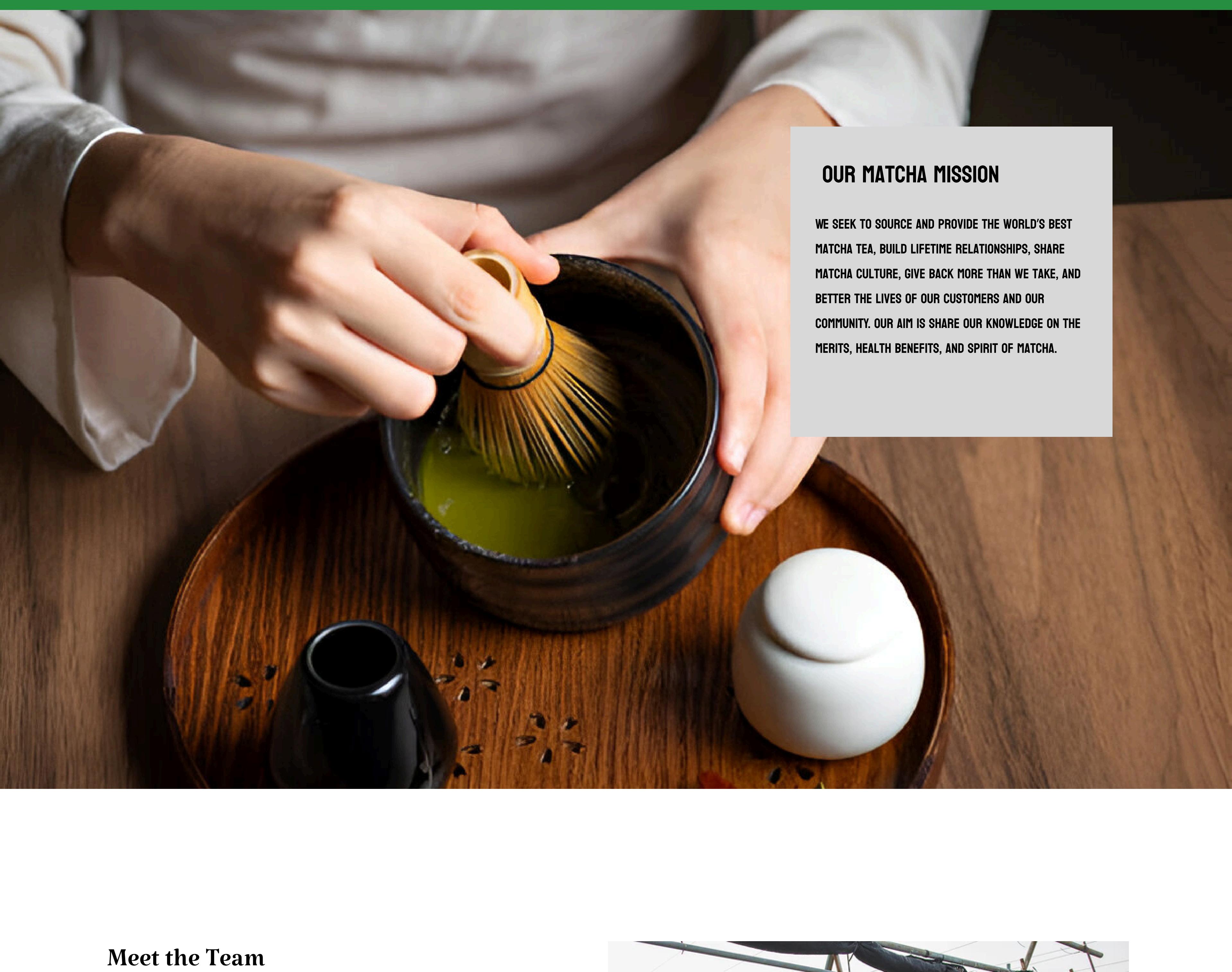
Small-scale growers hand-pick their tea plants. Larger scale growers use machines to trim the tea plants during a small window of time. The best time to harvest is when the plant has 3-5 new leaves. Too early and the yield too small; too late and the quality is compromised.

Steaming

Fresh tea leaves are steamed for 30-40 seconds to destroy enzymes that would degrade flavor components.

Cooling

Steamed leaves are quickly cooled by a strong blast of air that blows them almost 20 feet into the air, stabilizing the bright color and aroma.

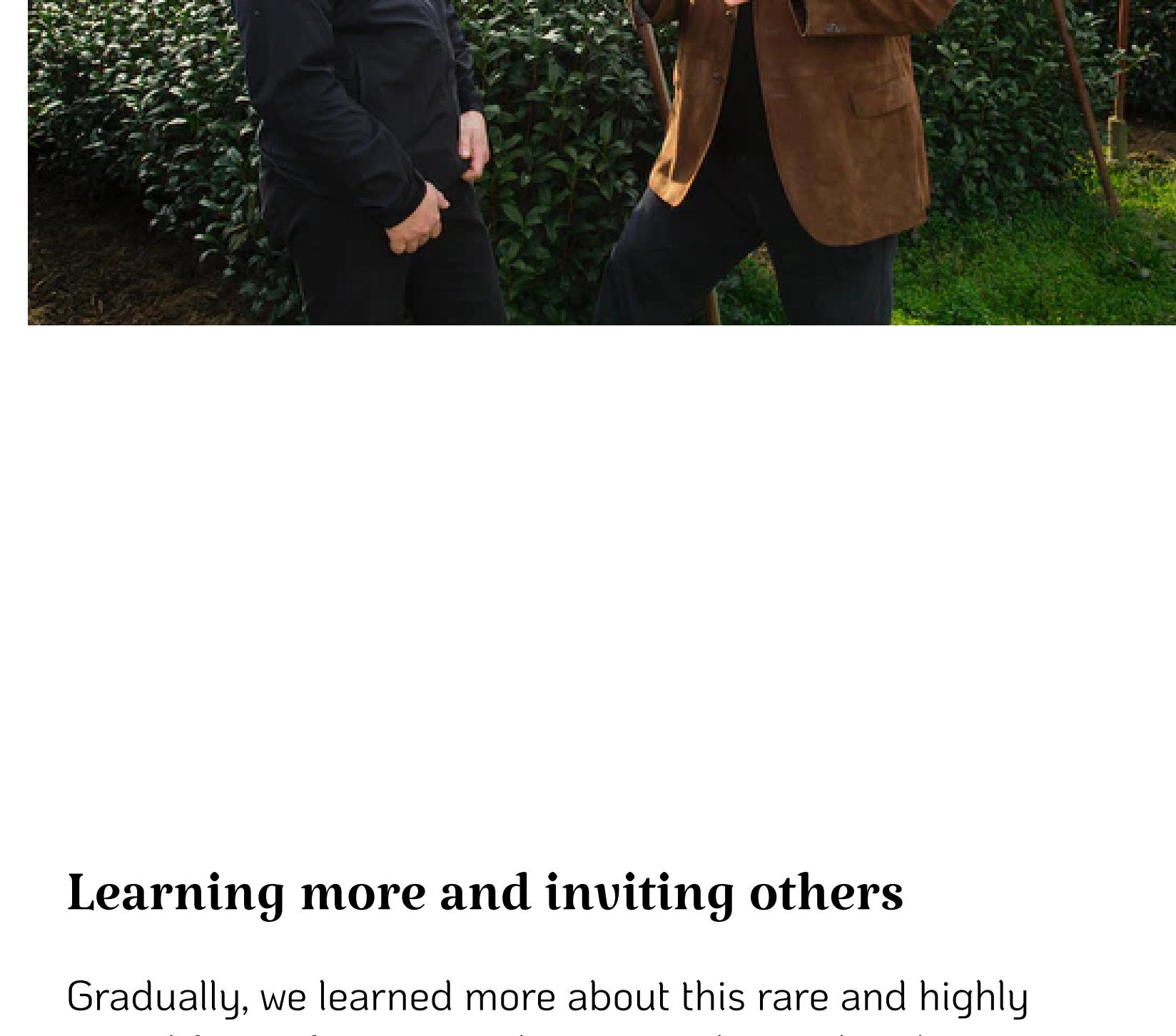


OUR MATCHA MISSION

WE SEEK TO SOURCE AND PROVIDE THE WORLD'S BEST MATCHA TEA, BUILD LIFETIME RELATIONSHIPS, SHARE MATCHA CULTURE, GIVE BACK MORE THAN WE TAKE, AND BETTER THE LIVES OF OUR CUSTOMERS AND OUR COMMUNITY. OUR AIM IS SHARE OUR KNOWLEDGE ON THE MERITS, HEALTH BENEFITS, AND SPIRIT OF MATCHA.

Meet the Team

In 2007 we traveled to Japan on a business trip and experienced traditional matcha and fell in love with it. We were determined to import the best matcha we could find and share it with an appreciation for great quality matcha. To us, it's not just about the matcha – we wanted to offer people a delicious, experiential and healthy alternative to coffee and sugary drinks. Yes, we'll say it, we're a matcha made in heaven.

[MEET THE TEAM](#)

Learning more and inviting others

Gradually, we learned more about this rare and highly prized form of green tea: how it is cultivated and processed, the distinctions among different grades, how to recognize the best products. We were pleased to note growing awareness of and interest in matcha in America but were dismayed by the low quality of matcha drinks offered in cafés, tea shops, and restaurants. On our trips to Japan, we purchased small tins of the quality tea to bring home, along with tea bowls, scoops, and whisks.

Soon we were in the habit of drinking a morning bowl of matcha and turning friends onto it.

[MEET THE TEAM](#)

A Focus on Quality

We decided to form a company to identify and import the highest-quality matcha available and provide tea lovers everywhere with the world's best matcha tea. Like most consumers, we were astounded at the price tags of ultra-premium matcha in Japan and realized that added costs of import would put it beyond the reach of many American consumers. We wanted to change that. We found that we liked the better grades of thin tea for everyday use and were willing to pay more for some of the medium-quality ceremonial grades to use for special occasions. We choose to import only those products that met our standards for color, aroma, and flavor.

[MEET THE TEAM](#)

BE PART OF THE TRADITION

Join the mailing list for our "all things matcha" newsletter

Enter your E-mail



RESOURCES

- [Matcha 101](#)
- [Matcha Health Benefits](#)
- [Matcha vs Coffee](#)
- [Matcha Recipes](#)
- [History of Matcha](#)





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SHOP MATCHA

KITS & TOOLS

ABOUT US

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