



Matcha Super Green & Genmai Matcha

Rishi Tea Expands Organic Green Tea Collection with Two Organic Japanese Green Teas

Rishi Tea has been a trailblazer for certified organic green tea for years and takes two bold steps forward by launching two organic Japanese green teas—Genmai Matcha and Matcha Super Green. Both teas join Rishi Tea's Organic Green Tea Collection, which includes award-winning Jasmine Pearl and Sencha, as well as Dragon Well, Houjicha, Jade Cloud, Jasmine Green Tea, Green Tea Mint and Orange Blossom.

Japanese green teas are prized for their full, rich green character, deep umami flavors and high content of amino acids and L-theanine. L-theanine is a natural amino acid cherished for its natural antidepressant effect and its ability to stimulate alpha brain waves, promoting mental clarity, focus and creativity.

"We've worked on developing an organic Genmai Matcha for more than five years and couldn't be more pleased with the results. Matcha Super Green has been one of our most popular new teas. We are delighted to add these to our retail packaged line and expect they are really going to resonate. We see a growing interest in Japanese green tea in the North American market, and no signs of it abating," says Benjamin Harrison, co-owner and VP of Sales for Rishi Tea.



Matcha Super Green combines chumushi (mid-steamed) sencha from Kagoshima and a ceremonial grade matcha from the Kyoto Prefecture of Japan. Matcha Super Green has invigorating energy; a vivid green infusion with a smooth and sweet umami flavor makes it a favorite among green tea lovers.

Genmai Matcha is a lavish rendition of the original Japanese brown rice green tea known as Genmaicha. High quality sencha and matcha are blended with naturally sweet roasted rice. The intensity and deep umami flavor of matcha provides the perfect complement and balance to the deep, creamy mouthfeel of the roasted rice in this blend.

The new green tea retail packages feature an environmentally friendly easy-peel label that allows for the reuse and recycling of tins. The tins are available in select Whole Foods Markets and natural retailers nationwide (MSRP \$13.99).

Media Contact: Eileen McGee | 414.747.4007 | eileenm@rishi-tea.com | www.rishi-tea.com

