

Clearspring

Green Tea with Provenance from Clearspring

The organic farming techniques of the Nagata family ensure that **Clearspring Organic Japanese Sencha Green Tea** has maximum freshness and fullness of flavour.

The family has been growing tea in the hills around Kyoto for three generations. The local microclimate and their traditional farming approach help to produce some of the best quality green tea available. Their farming method, known as 'Nature Farming', enriches the soil by maintaining a semi wild environment where the plants are not overly protected. They gain further nourishment from repeated applications of compost made from tea clippings and dried leaves, which together, with regular mulching, helps control weed growth and maintain soil moisture.



While most tea farmers spray their plants with pesticides and herbicides 15-20 times a year, the Nagatas' tea bushes have a natural strength that enables them to thrive without chemicals. The yield may be lower than average, but their plants have far less mould and blight and they remain productive for up to 40 years, twice as long as typical tea bushes treated with chemicals.

The Nagatas practice the traditional Japanese method of steaming green tea leaves immediately after harvesting, protecting their unique properties. This steaming takes place within 24 hours of harvest and inhibits the enzyme activity that causes oxidization, enabling the tea to retain its bright emerald green leaf colour and the freshest of flavours.

If you would like images, samples or more information, please do not hesitate to get in touch with Margreet Westerhuis on margreet@clearspring.co.uk or call mobile +44 (0)791 782 3252. You can also find more information on our website; <http://www.clearspring.co.uk>

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The Health Benefits of Green Tea

Scientific analysis shows that this brief steaming also boosts antioxidant levels, enhancing the health properties of the tea. The health benefits of drinking green tea are becoming widely known; recent research that drinking green tea may not only help to prevent heart disease and strokes but may also reduce the risk of many types of cancer, regulate blood sugar, lower blood pressure, boost the immune system, help prevent ulcers, slow the ageing process, fight viral colds and flu and even prevent gum disease, cavities and bad breath¹. All of this and it's a light and refreshing tea!

1. Cabrera C, Artacho R, Gimenez R, Beneficial effects of green tea – a review. J Am Coll Nutr 25 (2) 29-99 (2006)

Clearspring Japanese Sencha Green Tea

RSP: £7.49 for 125g loose, £2.99 for 20 teabags (50g)

Available in independent health food stores and selected multiple retailers.

Please see <http://www.clearspring.co.uk/stockists> for our total distributor network.

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Prices accurate as of January 2011

Ends

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