

Press Release



Clearspring launches Organic Matcha – green tea powder

Matcha is a finely ground green tea powder made from the highest quality shade grown green tea leaves. Used traditionally in Japanese tea ceremonies, is the most prized among green teas and valued for its vivid green colour and energy boosting properties.

Growing conditions, time of the harvest and processing techniques have a direct effect on the grade and final flavour of the Matcha. Clearspring have just launched two grades of organic Matcha powder with the aim of appealing to different markets:

Organic Ceremonial Grade Matcha - Using only the finest, smallest shade grown leaves from the tip of the tea bush - giving it a very vibrant green colour and a slightly sweet flavour. Traditionally drunk in Japanese tea ceremonies whisked into hot water as a smooth green tea.

Organic Premium Grade Matcha- Ideal for both drinking and home baking, can add unique flavour and incredible colour to food and drink recipes. Try whisking into hot vanilla soya milk for a delicious Matcha latte.

Christopher Dawson CEO of Clearspring says, “When consuming Matcha you are ingesting the whole tea leaf, as opposed to the brewed water, which means it provides everything that green tea delivers – but with a much higher potency. In fact organic Matcha contains 130 times the antioxidants of regular green tea!”

- High in antioxidants
- Aids concentration
- Metabolism boosting
- Supports the immune system

Pricing:

Ceremonial Grade: £15.99 for 30g
 Premium Grade £9.99 for 40g



Available in independent health food stores and selected on line stores. Please see <http://www.clearspring.co.uk/stockists> for our total distributor network.

ENDS

If you would like images, samples or more information please do not hesitate to get in touch with Margreet on margreet@clearspring.co.uk or call the office on 0208 749 1781. You can also find more information on our website: <http://www.clearspring.co.uk>

Notes to editors:

The Clearspring brand promises premium quality Japanese specialities and Organic Fine Foods that are authentic, versatile and support good health. Made to traditional recipes by master artisan producers, they bring you full, authentic flavours from some of the most exciting food cultures around the world.

Each product has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. Clearspring always works directly with its producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.



Authentic Japanese



Organic Fine Foods



Free From Products



Clearspring celebrates its 20th Anniversary this year!!

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