

Press Release

Superpower your day with the NEW Clearspring Japanese Organic Matcha Shot (Premium grade) (1g)

‘The Green Goddess of Goodness’
Full of Green Tea goodness

Kick-start your day with all-new **Clearspring Japanese Organic Matcha Shot** – the naturally concentrated, 100% Matcha hit in a handy sachet format, perfect for popping in your bag and enjoying on-the-go.

Clearspring Organic Japanese Matcha is a finely ground powder made from the finest green tea leaves that have been shade-grown in a tea garden high in the hills of Uji in Kyoto, Japan. Matcha’s vivid green colour and slightly sweet, rich and smooth flavour make it the most prized among Japanese teas. A staple in Japanese culture for 900 years, it has formed a central part of the tea ceremony, as well as having been enjoyed by Buddhist monks during long days of meditation.

How Matcha is made:

The tea bushes are shade-grown for the final few months to allow the leaves to fill with chlorophyll. The finest young tea buds are then picked, dried and ground in a granite mortar for many hours. This creates a unique light smoothness that is perfect for drinking.

Health benefits of Matcha:

Nutritionist Cassandra Barns says: “Compared to standard green teas, Matcha is higher in flavanols, the natural compounds associated with green tea’s antioxidant benefits. Flavanols are thought to have a protective effect for the immune system and brain, as well as anti-ageing benefits for our skin. Matcha can also be higher in theanine, an amino acid that can have a relaxing and calming effect on the mind and help with focus and concentration. All this makes Matcha a fantastic natural pick-me-up without the over-stimulating effects of coffee, and with more health benefits!”

Maria Dawson, Sales & Marketing Director at 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!”



Enjoy as a classic shot on its own with hot water; whisked into a vanilla Matcha latte, or sprinkled into a green smoothie. For a special 'on-the-go' boost, simply add the contents of a sachet to a bottle of water or your favourite fruit juice; shake and enjoy. It really is as easy as that!

Pricing:

- Available from Health Food Wholesales, Independent Retailers and online
- RRP: £6.25 (8 individually wrapped 1g sachets 8 x 1g).

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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.



*Apart from Dairy Free, GM Free and Refined Sugar Free, these logos do not represent blanket certification of all products, please see individual packs for logos relevant to specific products.



Authentic Japanese Range



Organic Fine Foods Range



Free From Range



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