

THE ZEN TEA CO.

WELCOME TO

*The Japanese
tea experience*

THE COMPLETE SELECTION

*The guide to the journey
within your Zen*



www.thezentea.co.uk

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Chado

THE JAPANESE TEA CEREMONY

A very interesting word that many of you might not know is chado! But what is 'Chado'? It means 'the way of tea' and is commonly used in English to indicate the Japanese tea ceremony.

The way of tea designates the mutually heart warming of the host and the guest spending time together over a bowl of tea, usually matcha green tea. The host strives for serving an unforgettable and fulfilling bowl of tea, and the guest gives back thankfulness. Both perceive that the time shared can never be repeated because it's a 'once in a lifetime' occasion.

Zen Buddhism strongly influenced the spreading and development of the Japanese tea ceremony. Chadō is counted as one of the three classical Japanese arts of refinement, along with kōdō for incense appreciation, and kadō for flower arrangement.

The tea ceremony can be an informal tea gathering (chakai - tea gathering) or a true formal event (chaji - tea event). A chakai includes confections, thin tea, and sometimes a light meal. A chaji is a much more formal gathering, usually including a full-course kaiseki meal followed by confections, thick tea, and thin tea. A chaji may last up to four hours.

What matcha has to do with Zen?

We want to share with you a couple of things that not everyone knows, what matcha has to do with Zen? Well, pretty much everything! But let's start from the beginning!

'Matcha' tea made its first appearance 1,000 year ago discovered by a Buddhist monk, Myoan Eisai, who realised that drinking matcha greatly improved his Zen meditations by producing a state of calm alertness. In fact today we know that matcha contains L-theanine which intensified the productions of alpha waves in the human brain.

Eisai, has spent most of his life studying Buddhism in China, and in particular the principles of Chan, “zen”. In 1191, Eisai returned to Japan for good, bringing with him the tea seeds that helped him so much during his studies and long meditation sessions. He as well brought with him the Zen Buddhist methods of preparing powdered green tea, that then evolved into the tea ceremony we know today. Matcha was produced in extremely limited quantities and was a symbol of luxury. It was considered a medicine and a meditation drink that provides energy and mental alertness for samurai and monks. Samurai warriors also drink matcha to build their energy and stamina before fighting. Precious matcha has been for long time the preserve of the emperor, samurai and the Japanese elite.

Later on, in the 15th century, matcha started to be seen as a more spiritual pursuit among common people as well, going hand in hand with the quest for simplicity.

*Four principles of
the Japanese tea
ceremony:*

*Harmony
Respect
Purity
Tranquillity*

*Rikyu, student of
monk Murata Junko.*

Simplicity was preached by the monk Murata Junko, founder of the Japanese tea ceremony as we know it today.

Since then the consumption of powdered green tea has been the basis of a pure lifestyle, Chado or "Sado" (the way of tea). The Chado is what is today called the green tea ceremony and is inspired by the rituals of Zen Buddhism.

We know we've done quite a lot of talking, but now it's definitely no secret how matcha and zen are deeply connected! That's why we believe that matcha can help us cope with the daily life and we are sure that just one a cup a day will bring you more Zen!

Tips and instructions for the tea tasting

TEA TASTING: HOW TO EXPERIENCE

We thought of creating the Japanese experience boxes for you to live the ancient and authentic tradition of the green tea. And while we talk about it as a journey within your Zen, we also believe that it can be a great occasion for sharing this ritual with your loved ones. We have imagined a family or a group of friends gathering together for relaxing and joyful time, drinking green tea, chatting, laughing and creating long lasting memories, which is the core meaning of the tea ceremony.

The Japanese tea ceremony designates the mutually heart warming of the host and the guest spending time together over a bowl of tea. The host strives for serving an unforgettable and fulfilling bowl of tea, and the guest gives back thankfulness. Both perceive that the time shared can never be repeated because it's a 'once in a lifetime' occasion. It's important that you connect yourself with this vision and you let your guests fully embrace this special and unique moment!

TEA TASTING PRACTICAL TIPS:

You can choose to go through your tea tasting journey in two ways:

1 - Read the tea description and flavour profile before or during the tasting, and then take note of what you personally smelled and tasted.

OR

2- Go through the tasting journey, taking notes of what you smell and taste and only at the end you go back and compare with our flavour profile descriptions! You can pick this way if you are a beginner too! In the following page you will find a tasting map which will help you through the flavour discovery. We believe this is a much more fun way to experience, especially if you share this moment with friends & family!

We wish you a wonderful journey!

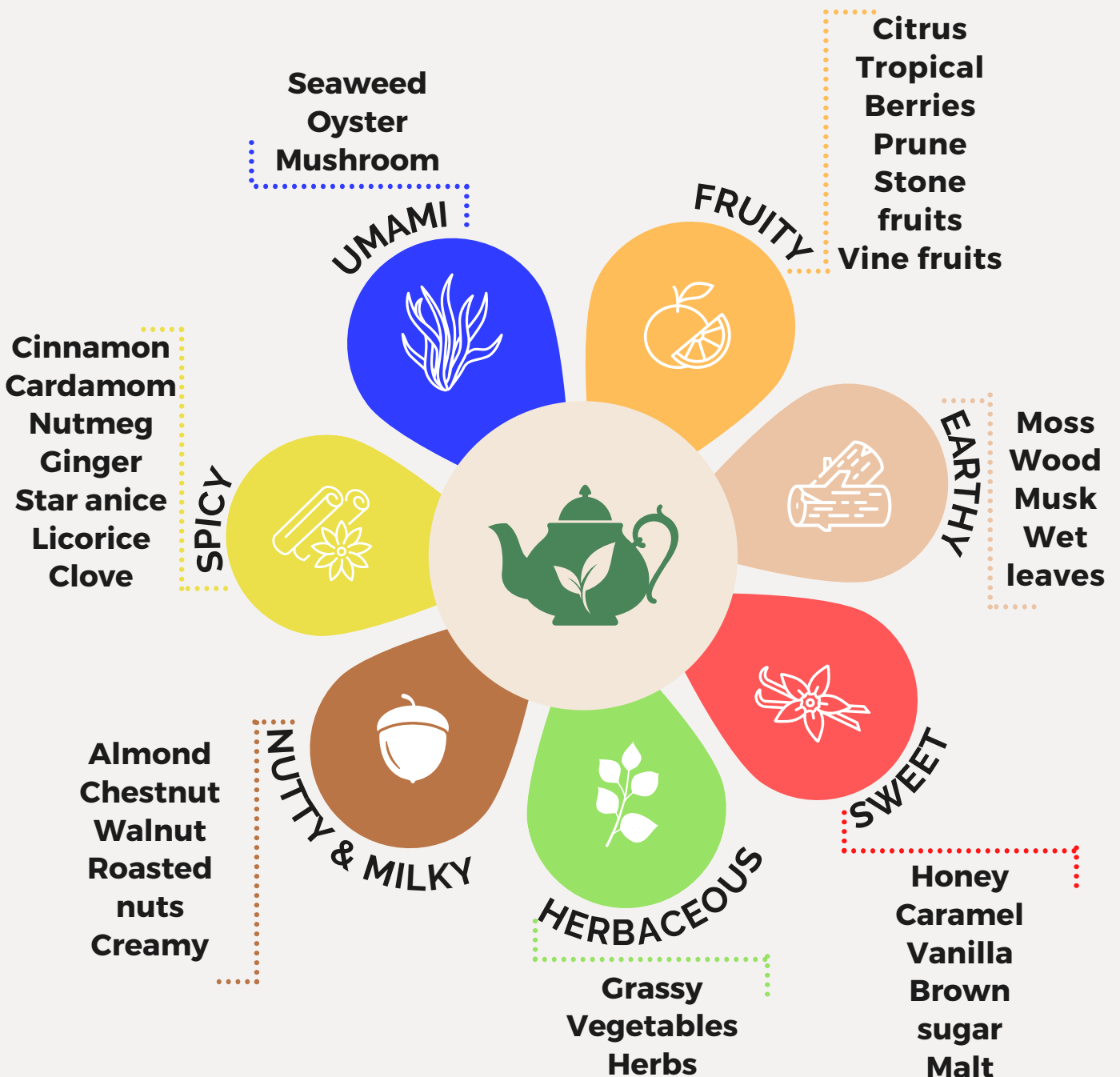
TEA TASTING MAP DISCLAIMER

Please note: the tasting map you will find in this guide is for pure guidance only and does not intend to be comprehensive nor exhaustive.

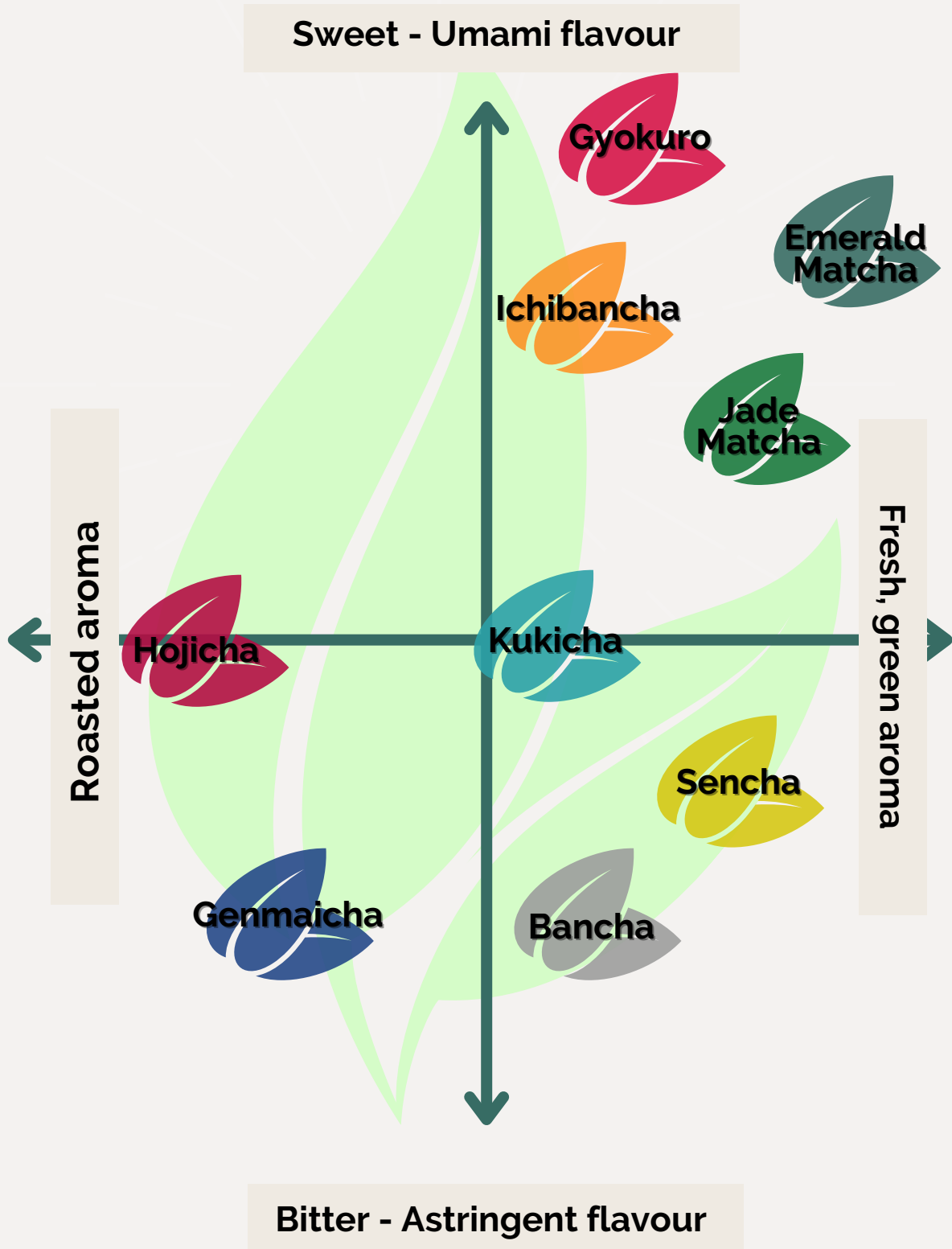
However we believe it can be a great support tool for you while discovering the diversity and uniqueness of the teas included in this experience. Please refer to it while tasting the teas, or afterwards, and feel free to add any flavour you taste we might have missed.

Tea tasting map

The map that will help you discover (and guess!) the flavours you will taste with the teas. While you are drinking each tea, please refer to this map and take note of what you smell and taste. You can also skip the part where we describe the flavour and check it later for a comparison!



The flavour-aroma chart



Tasting flow & note

Use the fillable tables below to write down your impressions while you are tasting the teas. You can either guess without reading our flavour profiles or you can compare your taste as you go!



Tasting Flow

1. Make sure your palate is clean.
2. Observe the colour of the tea.
3. Sniff the tea bowl, or mug to smell the aroma.
4. Take a small sip with air, let it roll in your tongue. Let the tea liquid rest a second and roll it again before swallowing.
5. Feel your palate, tongue, throat and stomach for their reactions with the tea.
6. Hold for 5 to 10 seconds to feel the lasting flavour.
7. Remember to clear the palate every time if you go back to cross compare different teas.

TASTING Questions



1 I'm tasting

Emerald matcha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

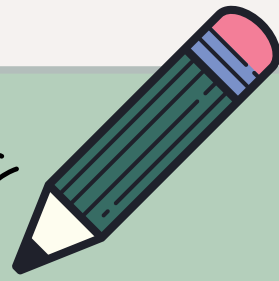
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Emerald matcha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Jade matcha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

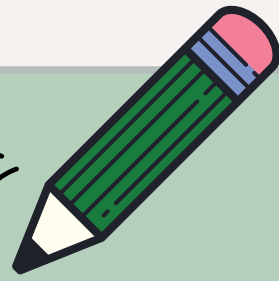
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Jade matcha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Ichibancha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Ichibancha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Gyokuro

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

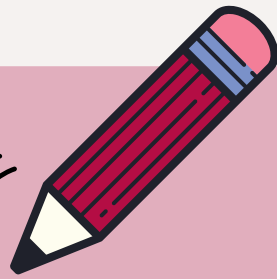
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Gyokuro

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Genmaicha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

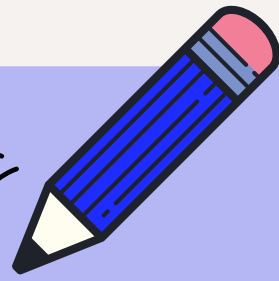
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Genmaicha

Aroma

Fresh /10

Green /10

Roasted /10

Flavour

Sweet /10

Umami /10

Bitter /10

Astringent /10

notes

TASTING Questions



1 I'm tasting

Sencha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

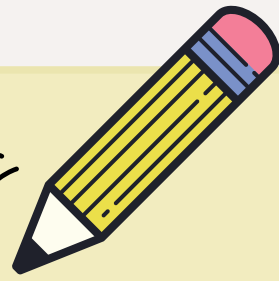
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Sencha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Kukicha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

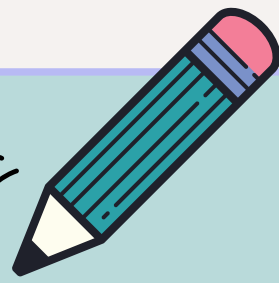
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Kukicha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Hojicha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

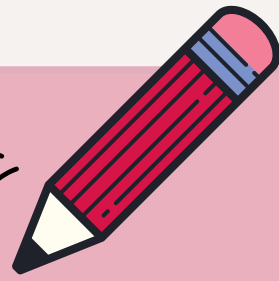
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Hojicha

Aroma

Fresh

/10

Green

/10

Roasted

/10

Flavour

Sweet

/10

Umami

/10

Bitter

/10

Astringent

/10

notes

TASTING Questions



1 I'm tasting

Bancha

2 How is the colour of the tea?

3 How does the tea smell like?

4 Does any part of the aroma remind you of anything else?

5 How does the tea taste like?

6 Does any part of the taste come first and some other later?

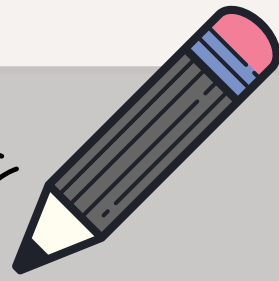
7 What do the different parts of the taste remind me of?

8 How does the taste stay? Does the taste changes?

9 How much do I enjoy it? Write a value between 1 and 10 (1 is 'completely dislike' and 10 is 'I love it!')

/10

TASTING Scores



Bancha

Aroma

Fresh /10

Green /10

Roasted /10

Flavour

Sweet /10

Umami /10

Bitter /10

Astringent /10

notes

A TASTE OF JAPANESE

TEA

COMPLETE SELECTION

EMERALD MATCHA

JADE MATCHA

ICHIBANCHA

GYOKURO

GENMAICHA

SENCHA

KUKICHA

HOJICHA

BANCHA

01

EMERALD MATCHA

Ceremonial grade
Uji matcha powder



2g
120ml



80° C

Details:

Description: 100% organic matcha green tea from premium 1st harvest leaves

Origin: Uji, Japan

Flavour profile: Vegetal, light umami, rich mellow taste

Colour: vibrant green powder, emerald foam

Recommended for: straight matcha, koicha



Instructions

1. Sift **2g of matcha powder** to deep wide matcha bowl
2. Add **80ml of hot water**, max 80°
3. With the bamboo whisk and a relaxed wrist **vigorously froth matcha making "M" motions** for about 20 secs. and until a **smooth creamy emerald green foam** layer is formed. You can also use an electric milk frother.



Matcha - Powdered green tea



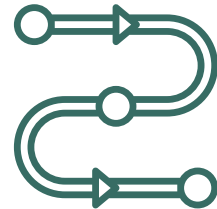
Caffeine level:
high



Meaning:
powdered tea



Good for:
morning drink
as a coffee
alternative,
when energy
boost is needed



Process: shaded
before harvest,
steamed, then
stone mill grind
in fine powder

Emerald matcha

The highest quality organic matcha from the youngest and finest leaves from the first harvest. Used for traditional tea ceremony, it possesses a rich mellow sweet taste and creamy texture and is distinguished by its vibrant emerald green colour.

02

JADE MATCHA

Premium grade
Uji matcha powder



2g
120ml



80° C

Details:

Description: 100% organic matcha green tea from 1st & 2nd harvest leaves

Origin: Uji, Japan

Flavour profile: Light umami, well-balanced bitter sweet

Colour: green powder, jade foam

Recommended for: straight matcha, latte, drinks

Instructions

1. Sift **2g of matcha powder** to deep wide matcha bowl
2. Add **80ml of hot water**, max 80°
3. With the bamboo whisk and a relaxed wrist **vigorously froth matcha making "M" motions** for about 20 secs. and until a **smooth creamy jade green foam** layer is formed. You can also use an electric milk frother.



Matcha - Powdered green tea



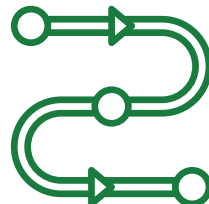
Caffeine level:
high



Meaning:
powdered tea



Good for:
morning drink
as a coffee
alternative,
latte, drinks



Process: shaded
before harvest,
steamed, then
stone mill grind
in fine powder

Jade Matcha

High quality organic matcha with a balanced rich bitter-sweet taste, creamy texture and jade green colour. Its full-bodied flavour makes it ideal to drink on its own but also in lattes, smoothies and lemonades. It is obtained in the 1st and 2nd harvest from tea plants that are specially shaded for twenty days before harvest. This process results in higher chlorophyll and L-Theanine contents and a richer, greener color. The fresh leaves are then collected, dried and ground to powder.

PROPERTIES AND BENEFITS OF EMERALD MATCHA

∴ HIGH IN ANTIOXIDANTS

A cup of Matcha tea contains antioxidants of ten cups of regular green tea.

∴ EXCELLENT PURE ENERGY SOURCE

Matcha releases energy lasting up to 6 hours with only a third of the caffeine in a coffee. Jitter free energy.

∴ IMPROVES METABOLISM

Matcha is rich in catechin that can help your body burn calories up to 4 times quicker and aids weight loss.

∴ BOOSTS IMMUNE SYSTEM

Matcha can help prevent illness, can help protect the liver and may help prevent cancer and heart disease.

∴ NATURALLY DETOXIFIES THE BODY

Matcha is rich in chlorophyll, a powerful detoxifier helps the body expel chemicals and maintain blood alkalinity.

∴ RELIEVES TENSION AND STRESS

L-Theanine in Matcha helps reduce anxiety and stress producing dopamine, serotonin and alpha waves in the brain which promotes relaxation. This reduces the effects of stress on the body.

MATCHA: A DIFFERENT TYPE OF ENERGY

Matcha provides a **mind-blowing energy** that boosts your **concentration level** in a healthy way, while it helps **reduce anxiety**.

The caffeine contained in matcha can take **up to 6 hours** to be released completely and so distributed in your body, this means **the caffeine process is slower** and doesn't hit all at once. The brain functionality gradually increases as matcha energy comes to promote a **sharp sense of calm focus**.



The Zen Tea Co. emerald matcha is obtained in the 1st harvest from tea plants that are shaded from direct sunlight for twenty days before the harvest. This process will increase the chlorophyll and L-Theanine contents and will result a richer and greener color. Only the finest, most delicate fresh leaves are used for this matcha, the leaves at the very top of the tea plant.

The Zen Tea Co. emerald matcha is grown in the Uji area in Kyoto Prefecture, known for the cultivation of highest quality green tea for over 800 years. The Uji region is famous for its fertile soils and clean water. The green tea plants here have ideal conditions for growth: the hills provide good sunlight, frequent mists that defend the delicate leaves from frost and high amount of rainfall. The Zen Tea Co. emerald matcha is meticulously cultivated and harvested on small family-owned organic tea fields. It is then processed locally in Japan and dispatched in small batches to assure peak freshness. This helps preserve all the qualities of the tea powder and maintain high levels of minerals and antioxidants.

04

ICHIBANCHA

Premium 1st harvest
3 weeks shaded green tea
loose leaf



3g
100ml



1 min.



80° C



2x
infusions

Details:

Description: 100% organic Japanese Ichibancha

Flavour profile: fine sweet vegetal taste and deep umami notes, resinous aroma, low astringency.

Colour: green-yellow hue

Recommended for: For morning tea, energy boost

Instructions

1. Place **3g of Ichibancha** in a tea strainer or infuser
2. Add **150ml of warm water** at about **80°**. Please note: do not use any hotter water or the result will be compromised.
3. Leave to **infuse for one minute**. You can reuse the leaves for **2 more infusions**.





Ichibancha: exquisite green tea from the very first harvest of the year



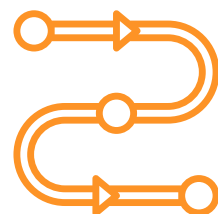
Caffeine level:
medium/high



Meaning:
first flush of the year



Good for:
morning drink
as a coffee
alternative,
when energy
boost is needed



Process: pick
the finest tips of
the tea tree,
steaming, rolling
and drying

ICHIBANCHA: FROM HIBERNATION TO SPRING FLUSHING

Organic green leaf tea of a stunningly alluring composition of subtle sweet taste and deep umami notes, captured within a brew of greenish yellow shade. Ichibancha comes from the earliest harvest, which in Japan is treasured and celebrated. In various parts of Japan, due to the distinctions in climate, it may fall on different months of the year, although it most frequently takes place in Spring.



Tea buds hibernate through the winter and wait for spring to come. In March, buds start flushing and new leaves are developed. It takes a month before getting ready for the first harvest from that time.

It then begins to bud and release its fragile leaves, which in turn have more time to grow. Such languid process results in an increased amount of various nutritional elements and up to three times higher content of L-theanine, when compared to the teas from subsequent harvests. L-theanine equips Ichibancha with sweetness and relaxing properties, reducing anxiety.

It is a tea, which supports effective relaxation and wins the hearts from the very first sip.

The aroma of Ichibancha is unbeatable because this tea stores plenty of nourishment during the winter and grows slowly from the time the climate is relatively still cold.

05

GYOKURO

Premium 1st harvest
3 weeks shaded green tea loose leaf



3g
100ml



2 min.



60-65° C



4-5x
infusions

Details:

Description: 100% organic gyokuro leaf tea from premium 1st harvest leaves

Origin: Kyushu, Kagoshima prefecture

Flavour profile: ultra-fine sweet taste, deep umami notes

Colour: green-yellow hue

Recommended for: morning tea, energy boost



Instructions

1. Place **3g of Gyokuro** in a tea strainer or infuser
2. Add **100ml of warm water** at about **60-65°**. Please note: do not use any hotter water or the result will be compromised.
3. Leave to **infuse for two minutes**. You can reuse the leaves for **4 to 5 more infusions**.



Gyokuro - The "dewdrop"



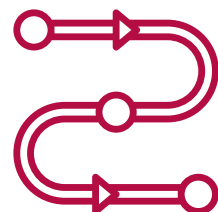
Caffeine level:
medium/high



Meaning:
jewel dewdrop



Good for:
morning drink
as a coffee
alternative,
when energy
boost is needed



Process: shaded
before harvest,
steamed
instantly, then
kneaded and
crumpled

GYOKURO: THE PRECIOUS TEA

Gyokuro 'the dewdrop'(玉露) is one of the most precious green leaf teas, and also most expensive. Gyokuro owes its popularity to its extra-fine, sweet taste and its unique - even for a leaf green tea - nutritional properties. Gyokuro is extracted in a highly complicated process of tea plants cultivation. Three weeks before the harvest, the tea bushes are being shaded with bamboo mats.



This process is identified with the traditional method of oishitaen (覆下園: shadowed tea growing), which makes the leaves produce more chlorophyll, caffeine and amino acids.

The antioxidants contained within Gyokuro vitalise the immune system, boost metabolism, and help prevent the emergence of a myriad of diseases. Gyokuro's caffeine level, although slightly lower than the one in matcha, is still relatively high, which allows it to be a perfect alternative for coffee.

The cultivation process of The Zen Tea Co. Gyokuro resembles the one of matcha production. However, in the case of Gyokuro, the leaves are not being grounded into fine powder but they are gently coiled into delicate tubes, similar to needles. Due to a long-lasting process of shading, the leaves adopt a very deep green colour, resulting in an equally intensely green brew of a multidimensional, amazingly deep flavour. The Zen Tea Co. Gyokuro is produced in organic tea fields on Kyushu island. When preparing Gyokuro, one thing is extremely important: make sure the water temperature does not exceed 65°.

06

GENMAICHA

Sencha & roasted brown rice
loose leaf



3g
150ml



2-3 min.



70-80° C



3x
infusions

Details:

Description: 50% organic Japanese green tea sencha, 50% organic roasted brown rice

Origin: Kyushu, Kagoshima prefecture

Flavour profile: distinctive bittersweet taste with a nutty aroma

Colour: light yellow hue

Recommended for: afternoon tea, after meal



Instructions

1. Place **3g of Genmaicha** in a tea strainer or infuser.
2. Add **150ml of hot water** at about **70-80°**.
3. Leave to **infuse for two minutes**. You can reuse the leaves for **3 more infusions**.



Genmaicha - Popcorn rice green tea



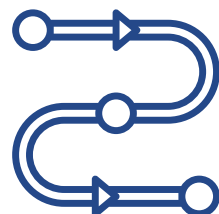
Caffeine level:
medium



Meaning:
brown rice tea



Good for:
afternoon tea,
meal tea



Process: Sencha
mix with roasted
brown rice

GENMAICHA: THE AROMATIC POPCORN TEA

Genmaicha is a sweet, slightly nutty, aromatic, rusty coloured tea. Very popular in sushi bars and Japanese restaurants, its flavour is exceptionally memorable. A tale says that a servant to the Hakone shogun accidentally served his master a tea with some stolen grains of rice that he had in his pocket. This mistake cost him his life, but the shogun liked the taste so much that he decided to include this peculiar tea in his daily diet. This is how genmaicha, today known also as popcorn tea came about.



It was once considered to be a drink of the lower classes, as people used to add cheap rice grains to increase the volume of pure sencha. The Zen Tea Co. genmaicha is organically cultivated on the island of Kyushu.

PROPERTIES OF GENMAICHA

Genmaicha tea contains medium levels of caffeine. It helps the digestive system, so it is traditionally served with meals. During long periods of fasting, Buddhist monks often support themselves with just genmaicha. Like other Japanese green teas, genmaicha is a rich source of catechins and antioxidants.

Drinking genmaicha helps in slowing down the ageing processes, getting rid of toxins, reducing bad cholesterol, reducing sugar levels and improving dental health. Genmaicha is recommended in prevention of various diseases as its leaves contain easily absorbable vitamin C, beta carotene, folic acid, potassium, calcium and phosphorus.

07

SENCHA

Spring harvest
green tea loose leaf



3g
150ml



2 min.



70-80° C



3x
infusions

Details:

Description: 100% organic Japanese green tea sencha

Origin: Kagoshima, Kyushu Island, Japan

Flavour profile: Grassy, seaweed like, slightly salty, mild astringency

Colour: green gold

Recommended for: morning tea

Instructions

1. Place **3g of Sencha** in a tea strainer or infuser
2. Add **150ml of hot water** at about **70-80°**.
3. Leave to **infuse for about two minutes**. You can reuse the leaves for **up to 3 infusions**.

If you want to brew sencha in a more traditional way, put the tea leaves straight in the cup, pour water and filter afterwards.





Sencha: the taste of the Japanese tradition



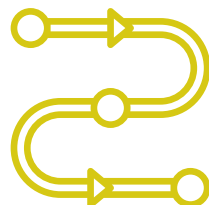
Caffeine level:
high



Meaning:
brewed over
low heat



Good for:
morning tea,
mood booster



Process: short
steaming, rolling
and drying

SENCHA: BREWED WITH WARM WATER

Sencha is the most popular tea in Japan and it is also the most famous green tea in the world. Its infusion has a mildly sweet and very refreshing flavour, with buttery, grassy notes and green-gold colour. The word sencha literally means 'brewed over low heat' and it refers to the typical brewing of leaf tea that involves pouring hot water over dry leaves. This tea releases its best flavour when brewed with soft water with low pH. The Zen Tea Co. Sencha is organically cultivated on the island of Kyushu.



PROPERTIES OF SENCHA

Sencha is recommended as a morning drink, since its early-picked leaves have an extremely high level of stimulating caffeine and sencha is known to speed up metabolism.

Just like other Japanese green teas, it is not only a rich source of catechins but also one of most powerful natural antioxidants. Drinking sencha helps in slowing down the ageing processes, getting rid of toxins, reducing bad cholesterol, keeping sugar levels in check and improving dental health.

Its leaves contain easily absorbable vitamin C, beta carotene, folic acid, potassium, calcium and phosphorus. Just like matcha tea, sencha is a well-known mood-booster.

08

KUKICHA

Green tea
loose stems & twigs



3g
150ml



1-3 min.



80° C



3x
infusions

Details:

Description: 100% organic Japanese green tea kukicha

Origin: Kagoshima, Kyushu Island, Japan

Flavour profile: Delicate, mild nutty, hint of honey, vegetal with slightly bitter undertones. Creamy full-mouth feel.

Colour: clear yellow/light green

Recommended for: evening tea

Instructions

1. Place **3g of Kukicha** in a tea strainer or infuser
2. Add **150ml of hot water** at about **80°**.
3. Leave to **infuse for about one minute for the first batch**, increase one minute for second batch and one more minute for the third batch. You can reuse the leaves for **up to 3 infusions**.





Kukicha - made of stems and twigs



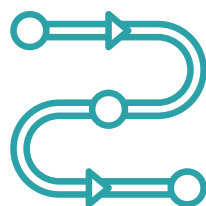
Caffeine level:
low



Meaning:
twig tea



Good for:
cold brew,
macrobiotic
diet, good for
digestion



Process:
Stems, twigs and
stalks, which are
carefully removed
during the
production of
Gyokuro, Sencha or
Matcha

KUKICHA: STEMS AND TWIGS TEA

Kukicha is a light shaded tea that has a mildly nutty flavour with a touch of honey taste and umami notes. It was first produced in Japan, where the local farmers, after selling more valuable leaves and buds, used to brew their very own tea made of remaining stems and twigs. In Japanese, kuki means twig and cha means tea. The Zen Tea Co. Kukicha comes from organic cultivation on the island of Kyushu and has a special, slightly stronger, aroma as a result of delicate roasting. This is why kukicha is often used to make cold brew tea.



PROPERTIES OF KUKICHA

Photosynthesis that reduces theanine and increases tannins does not occur in stems and that is why kukicha contains high levels of this relaxing compound and low levels of caffeine.

Kukicha is considered a macrobiotic tea because of its alkalizing properties and high calcium content. It can be drunk by kids, pregnant women and elderly. Just like other Japanese green teas, kukicha is a rich source of catechins and antioxidants.

Drinking Kukicha is good for digestion. It also helps to detoxicate our body, keep blood sugar at normal levels, reduce bad cholesterol and improve overall mental health. Its leaves contain easily absorbable vitamin C, beta-carotene, folic acid, potassium, calcium and phosphorus.

09

HOJICHA

Roasted green tea
loose leaf



3g
150ml



1-3 min.



75-90° C



3x
infusions

Details:

Description: 100% organic Japanese roasted green tea hojicha

Origin: Kagoshima, Kyushu Island, Japan

Flavour profile: Woody aroma flavour with toasty, dark caramel notes

Colour: crimson brown

Recommended for: evening tea

Instructions

1. Place **3g of Hojicha** in a tea strainer or infuser
2. Add **150ml of hot water** at about **between 75° and 90°**.
3. Leave to **infuse for about one minute for the first batch**, increase one minute for second batch and one more minute for the third batch. You can reuse the leaves for **up to 3 infusions**.





Hojicha - Roasted green tea



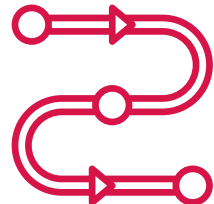
Caffeine level:
low



Meaning:
roasted tea



Good for: good alternative to black tea, evening tea or after meals, digestion help



Process: roasted green tea made from second flush of Sencha leaves

HOJICHA: ROASTED TEA FROM KYOTO

Hojicha is a roasted green tea with a toasty, smoky aroma, unique nutty-caramel flavour, and deeply crimson colour. At first the taste is surprising, but soon after it becomes addictive. The very unique taste of this tea, free of bitterness typical of other green teas, makes it a perfect alternative to black tea. The process of roasting the leaves was first performed in 1920 in Kyoto, where the name hoji-cha (ほうじ茶), roasted tea, comes from.



PROPERTIES OF HOJICHA

Due to its unique production process, hojicha is a tea that has exceptionally low caffeine content as it is reduced during the roasting process.

Pregnant women, children and elderly in Japan often drink hojicha and it's a common evening tea. Hojicha is valued for its extraordinary flavour and aroma, and it also has many properties that are beneficial to our health. Just like other Japanese green teas, hojicha is a rich source of catechins and antioxidants.

Drinking hojicha is good for the digestion, and it also delays the ageing processes, helps to get rid of toxins, reduces bad cholesterol and keeps the sugar levels normal. Its leaves contain easily absorbable vitamin C, beta-carotene, folic acid, potassium, calcium and phosphorus.

10

BANCHA

Summer & Autumn harvest
green tea loose leaf



3g
150ml



3-4 min.



70-80° C



3x
infusions

Details:

Description: 100% organic Japanese green tea bancha

Origin: Kagoshima, Kyushu Island, Japan

Flavour profile: Delicate, vegetal, lightly bitter undertones

Colour: clear yellow-green hue

Recommended for: Evening tea, after meal



Instructions

1. Place **3g of bancha** in a tea strainer or infuser
2. Add **150ml of hot water** at about **between 70° and 90°**.
3. Leave to **infuse for about 3-4 minutes**. You can reuse the leaves for **up to 3 infusions**.



Bancha: the Japanese every day tea



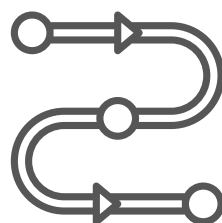
Caffeine level:
Low



Meaning:
Everyday tea



Good for:
all day tea,
served with
meals, good for
digestion



Process: from
the later
flushes of
more firm
leaves,

BANCHA: THE TEA FOR EVERY DAY

Bancha is a green tea with a golden-yellow tint. It has a slightly acidic flavour and a distinct walnutty aftertaste, which is a result of the high content of tannins. The name bancha (番茶) derives from words ban and cha. In Japanese, cha means tea, while ban can be understood as something daily, popular or late. The last meaning refers to late crops of Bancha leaves that are harvested from the lower parts of tea bushes. The Zen Tea Co. Bancha is organically cultivated on the island of Kyushu.



PROPERTIES OF BANCHA

In Japan, bancha is considered to be an everyday tea and is often served with meals. It can be drunk all day long because it contains 70% less caffeine than gyokuro. Due to the extended photosynthetic cycle, bancha is characterized by a higher level of tannins than other teas. Tannins, also known as tannoids, have anti-inflammatory and detoxifying effects. Just like other Japanese green teas, bancha is a rich source of catechins and antioxidants.

Drinking bancha is good for the digestion, and it also delays the ageing processes, helps to get rid of toxins, keeps the sugar levels in check, reduces bad cholesterol and improves overall dental health. Its leaves contain easy to absorb vitamin C, beta carotene, folic acid, potassium, calcium and phosphorus.



Thank
you ♥

We really hope you
enjoyed your journey



If you have any question or you
simply would like to share your
experience with us, please send us an
email. We would love to hear from
you! Each and every message from our
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