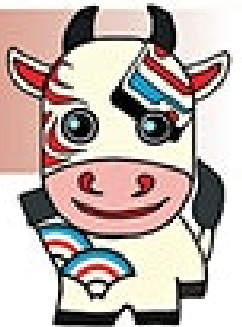




Japan Fair 2021 ジャパンフェア



This seminar will be held in English.



How to Brew Tasty Japanese Coffee and Japanese Tea

Easy Tips and Tricks

Presented by Japanese Green Tea Co. and Japanese Coffee Co.

June 26th, 5:45PM (PDT)

Welcome

Welcome to Japan Fair!

- Please turn off camera, mute, no recording
- Please chat questions, and I will answer at the end of the

Agenda

- How to brew Tasty Japanese Coffee (20 min)
- How to brew Tasty Japanese Tea (20 min)
- Questions (5 min)



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

What is Japanese Coffee?

- Coffee originated 850 CE in the Kingdom of Sheba, which is current Ethiopia and Yemen.
- First introduced to Japan in 17th Century via Nagasaki (Edo Era)
- True coffee boom after 1945
- Japan does not produce Coffee (except small farms in Nagasaki)



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

What is Japanese Coffee?

- First hot canned coffee through vending machine in the world (Pokka 1973)
- Cold-brew coffee
- Iced Coffee (Japanese Style)



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

What is Japanese Coffee?

- First hot canned coffee through vending machine in the world (Pokka 1973)
- Cold-brew coffee
- Iced Coffee (Japanese Style)
- Nel Drip Coffee
- Single-Serve Pour-Over
- Sumiyaki Coffee



Harvested with  in Japan.

www.JapaneseGreenTea.org



Roasted with  in Japan.

www.JapaneseCoffeeCo.com

How to brew tasty Japanese Coffee

- Coffee is Miso Soup



 Japanese
Greentea Co.

Harvested with ♥ in Japan.

www.JapaneseGreenTea.org

 Japanese
Coffee Co.

Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

How to brew tasty Japanese Coffee

KEY WORD CONSISTANCY



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

Tasty Coffee Tips 1

- Grinding coffee right



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

"Skerton Plus" Ceramic Coffee Mill



Tasty Coffee Tips 1

- Grinding coffee right
 - Burr Grinder
 - Baratza Encore \$139~
 - Baratza Sette \$249~
 - Hario Skerton Plus \$36~
- Pre Grind by coffee shop

Hario Grinder Comparison
<https://bit.ly/VirtualCoffee1>

 Japanese
Greentea Co.

Harvested with ♥ in Japan.

www.JapaneseGreenTea.org

 Japanese
Coffee Co.

Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com



Tasty Coffee Tips 2 - Auto Coffee Machine

- Shake it!
- Use Chopstick



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

Tasty Coffee Tips 2 - Auto Coffee Machine

- Shake it!
- Use Chopstick
- Use Filtered Water – Not distilled water
- Use Cold Water (Not room temperature)
- Don't use the timer and burner
- Run empty cycle once – clean up and warms up the coffee maker
- Paper filter vs Metal filter



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

Tasty Coffee Tips 3 – Golden Ratio

- One to two tablespoons of ground coffee for every six ounces of water.
- 1 gram of coffee to 15-18 grams of water (1:15-18)
- Use Scale (ie: Hario Scale ~\$50 – up to 0.1g precision)
- Do you like “American Coffee”?
 - Don't add too much water in coffee machine
 - Add hot water after brewing correct



Harvested with  in Japan.

www.JapaneseGreenTea.org



Roasted with  in Japan.

www.JapaneseCoffeeCo.com

Tasty Coffee Tips 4

- One to two tablespoons of ground coffee for every six ounces of water.
- 1 gram of coffee to 15-18 grams of water (1:15-18)
- Use Scale (ie: Hario Scale ~\$50 – up to 0.1g precision)
- Do you like “American Coffee”?
 - Don't add too much water in coffee machine
 - Add hot water after brewing correct



Harvested with ❤️ in Japan.

www.JapaneseGreenTea.org



Roasted with ❤️ in Japan.

www.JapaneseCoffeeCo.com

Tea time!



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com

What is Tea?

- All Tea are the same
Camellia Sinensis
 - Type of tree in which the leaves are used to produce tea
 - It is also called "Tea Plant" or "Tea Shrub"
- Exception
 - Herbal Tea
 - Mugicha – Barley tea



What is Tea - Video:
<https://bit.ly/VirtualTea01>



Harvested with ❤️ in Japan.

www.JapaneseGreenTea.org



Roasted with ❤️ in Japan.

www.JapaneseCoffeeCo.com



Japanese Tea VS Non Japanese Tea

- Chinese Tea
 - Origin of tea – debate between India and China
 - Origin of Japanese Tea
 - Came to Japan in 9th Century – Nara/Heian
 - Saichō returned to Japan in 815 with first tea plant
 - Roasted or Pan Fried (Hojicha) – to stop oxidation
- European Tea
 - Black Tea – Fermented
 - Introduced to Europe by Italian Traveler in 1555
 - White Tea – dried and not processed
- Oolong Tea – partially fermented
- Jasmine Tea– white/black tea with Jasmine scent



Saicho holding tea

History of Japanese Tea:
<https://bit.ly/VirtualTea02>

 Japanese
Greentea Co.

Harvested with ♥ in Japan.

www.JapaneseGreenTea.org

 Japanese
Coffee Co.


Roasted with ♥ in Japan.

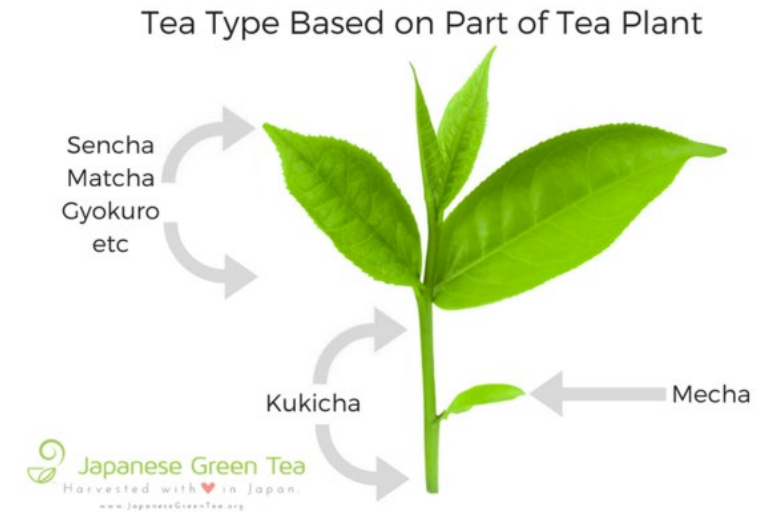
www.JapaneseCoffeeCo.com



Different Types of Japanese Tea

What are the differences?

- Hojicha (Roasted) 
- Genmaicha (Sencha with roasted brown rice)
- Sencha (Steamed – to stop Oxidation)
 - Fukamushi cha (Issaku) 60 sec vs Asamushi cha 20 sec
 - Based on Season
 - Based on Part of Tea
 - Based on Region
 - Sayamacha, Ujicha, Isecha...



Types of Japanese Tea:
<https://bit.ly/VirtualTea03>

 Japanese
Greentea Co.
Harvested with ♥ in Japan.
www.JapaneseGreenTea.org

 Japanese
Coffee Co.
Roasted with ♥ in Japan.
www.JapaneseCoffeeCo.com



Sencha vs Matcha vs Gyokuro

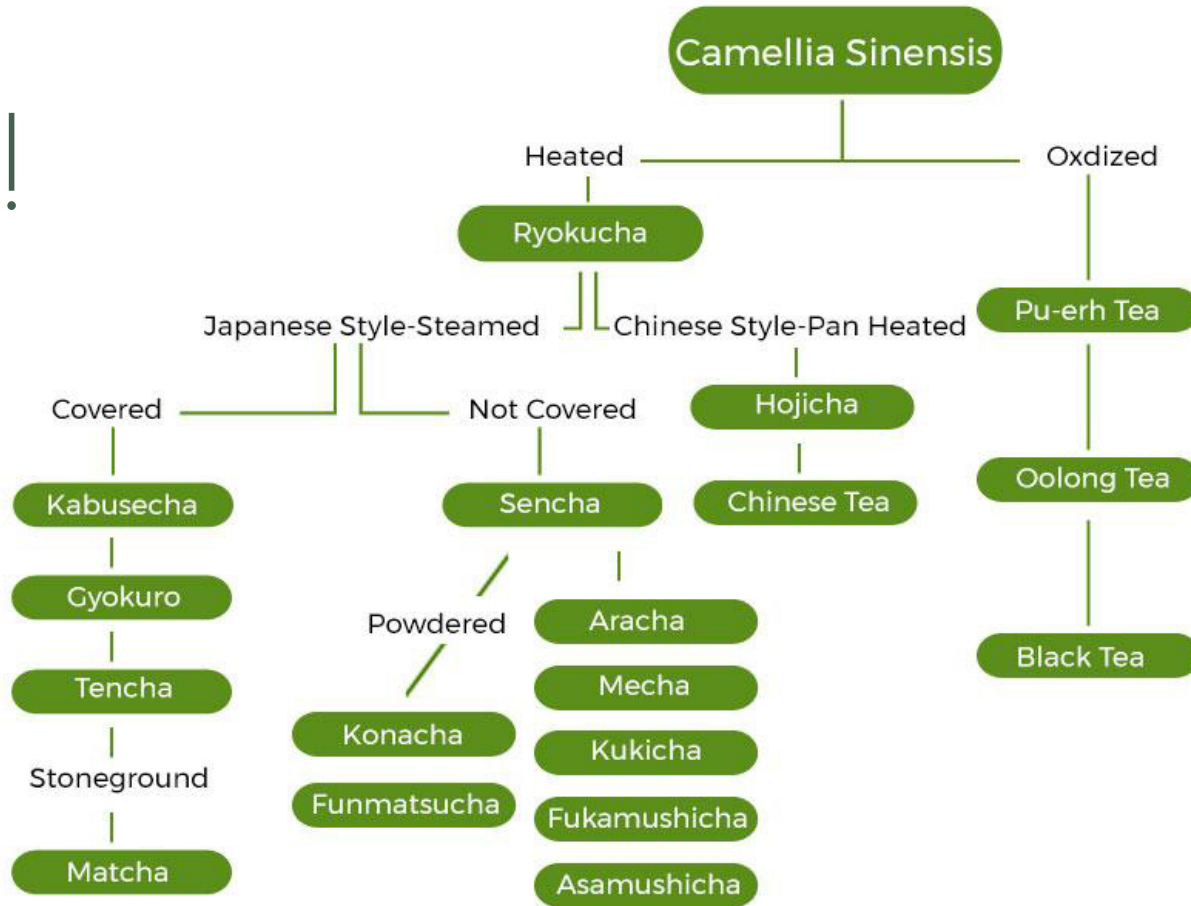
- Sencha
 - Kabusecha – Covered for 7-10 days
 - Gyokuro – at least 20 days
 - Karigane-cha (Kukicha of Gyokuro)
 - Tencha
- Matcha



Covering of Tea Detail:
<https://bit.ly/VirtualTea05>



Tea Types!



Japanese
Greentea Co.

Harvested with  in Japan.

www.JapaneseGreenTea.org



Japanese
Coffee Co.

Roasted with  in Japan.

www.JapaneseCoffeeCo.com

Let's do Matcha - Traditional Matcha

- Usucha vs Koicha

- Usucha – Daily Tea Ceremony

- 1/3 cup boiling water (70 ml or 2.3 oz), Cool to 160F (71C)
 - 1 ½ to 2 scoops (1 ½ to 2 tsp or 2 grams) of Matcha
 - Whisk

- Koicha - Formal Ceremony

- ¼ cup boiling water (40 ml or 1.3 oz), Cool to 160F (71C)
 - 3-4 scoops (3 to 4 tsp or 5 grams) of Matcha
 - Whisk



How to Matcha
<https://bit.ly/VirtualTea06>



Harvested with  in Japan.

www.JapaneseGreenTea.org



Roasted with  in Japan.

www.JapaneseCoffeeCo.com



How to Make Matcha Latte

- “Easy” Matcha Latte
 - Heat 6 Oz of Milk of your choice
 - Milk Frother, Microwave, stovetop
 - 1/2-1 tsp of matcha
 - Sweetener – Agave Syrup, Honey, Sugar etc (1/2 tsp)
- Approach 1 – Froth Matcha, Milk and Sweetener
- Approach 2 – Traditional Matcha + Hot Milk



How to Matcha Latte
<https://bit.ly/VirtualTea07>



Harvested with ❤️ in Japan.

www.JapaneseGreenTea.org



Roasted with ❤️ in Japan.

www.JapaneseCoffeeCo.com



How to Make Matcha À La Mode

- “Easy” Matcha À La Mode
 - 1 tbsp of matcha
 - ¼ cup of hot water 175F (80F)
 - Va
 - Milk Frother, Microwave, stovetop
 - 1/2-1 tsp of matcha
 - Vanilla Ice cream (Your preferred amount :)



How to Matcha À La Mode
<https://bit.ly/VirtualTea08>



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com



How to Make Matcha Smoothie

- “Easy” Matcha À La Mode
 - 1 tsp of matcha
 - 2 cups of milk or water
 - 1 cup of ice
 - 1 cup of baby spinach leaves
 - 2 cups of frozen green grapes
 - Or 1 frozen banana



How to Matcha Smoothie
<https://bit.ly/VirtualTea10>



Harvested with ♥ in Japan.

www.JapaneseGreenTea.org



Roasted with ♥ in Japan.

www.JapaneseCoffeeCo.com



Q & A

Thank you very much
for participating Japan Fair!



[@JapaneseCoffeeCo](#)
[@JapaneseGreenTeaCo](#)



[@JapaneseCoffeeCo](#)
[@JapaneseGreenTeaCo](#)



[@JapaneseCoffeeCo](#)
[@JapaneseGreenTeaCo](#)



[@JpnCoffeeCo](#)
[@JPGreenTeaCo](#)



[Japanese Green Tea Channel](#)



Harvested with  in Japan.

www.JapaneseGreenTea.org



Roasted with  in Japan.

www.JapaneseCoffeeCo.com