JADE LEAF

WHOLESALE MATCHA

BARISTA HANDBOOK

THE COMPLETE GUIDE TO SERVING MATCHA

A LETTER FROM OUR U.S. TEAM

When the Kizuna Tea Collective of small family farms in Japan finally made its wonderful matcha available in the U.S. under the Jade Leaf brand, a magical thing happened—a group of passionate matcha lovers came together to help spread awareness here, and a dedicated team was formed.

Back in 2014, most brands importing matcha to the U.S. were either ridiculously overcharging for it (the classic "luxury brand" approach), or trying to pass off very low quality, mass produced green tea powder.

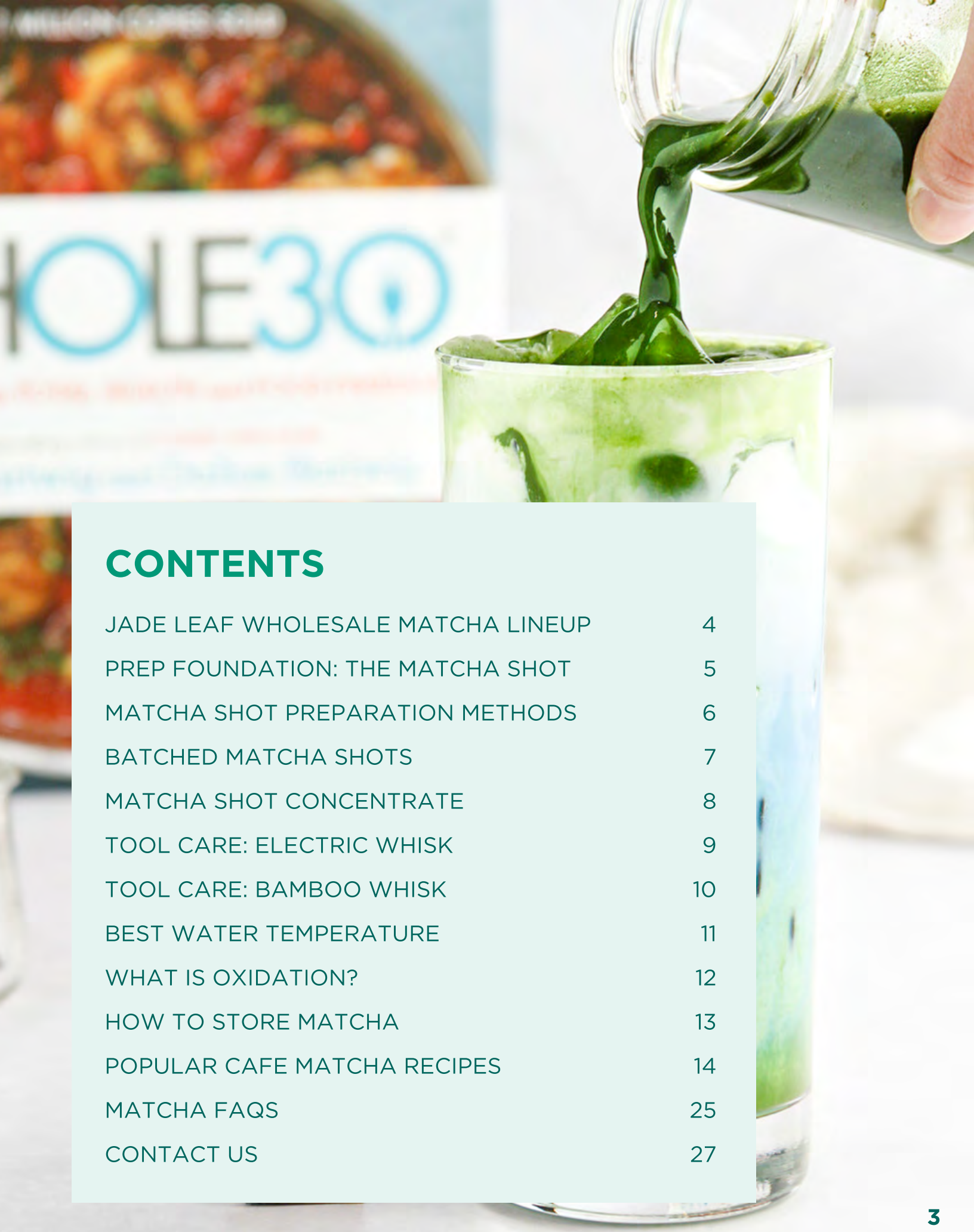
We knew we could do better with a simple promise - premium quality Japanese matcha at a fair price - direct from farmers we know and trust.

Through the direct farm relationships Kizuna provides, we'll continue to increase the quality of our signature grades, while also providing rare and exceptional offerings with each harvest.

We're matcha lovers just like you, and rest assured we're always ready to help. So please reach out anytime.

On behalf of our team here, and our wonderful partner farms and tea masters in Japan, thank you for choosing our matcha.

Robert (Robbie) Snow
U.S. Director of Wholesale Sales
robert@jadeleaf.com
@matcharobbie



CONTENTS

WHOLESALE MATCHA LINEUP

COST-EFFECTIVE DOUBLE SEALED 1LB POUCHES
GUARANTEE FRESHNESS & CONVENIENCE

ARTISANAL ORGANIC

TEAHOUSE EDITION CEREMONIAL MATCHA

Premium first harvest tea leaves are picked and carefully crafted into our Teahouse Edition Ceremonial Matcha, giving it an exceptionally smooth flavor profile best appreciated when sipping as traditional hot tea.
Recommended uses: traditional hot matcha tea, iced matcha tea

BARISTA EDITION CEREMONIAL MATCHA

Flavorful first harvest tea leaves were chosen for our Barista Edition Ceremonial Matcha, crafted specifically for exceptional lattes and iced drinks. This grade is preferred by baristas and expert chefs alike.
Recommended uses: lattes, iced matcha, blended drinks, recipes

CULINARY MATCHA

Ground from second harvest tea leaves, our Culinary Matcha is a versatile ingredient for blended preparations like lattes, smoothies, and baked goods - providing beautiful color and distinctive flavor.
Recommended uses: lattes, smoothies, baking, ice cream, recipes

INGREDIENT MATCHA

Ground from late harvest tea leaves, our Ingredient Matcha has a more pronounced green tea bitter note. It's best used as a healthy boost in smoothies, baked goods, supplements, and other prepared foods.
Recommended uses: smoothies, baking, supplements, food production

CAFE STYLE MATCHA LATTE MIX

Premium barista crafted mix for an easy, lightly sweet, cafe style matcha latte. Just add to milk (plant based or dairy). 100% USDA Organic (naturally gluten free and vegan).

To order, visit jadeleaf.com/wholesale or email sales@jadeleaf.com

THE MATCHA SHOT

THE FOUNDATION OF
ANY MATCHA DRINK

RECIPE

1 TSP (2g) MATCHA + 2 OZ COOL WATER

WHY COOL WATER?

This avoids bitter flavors brought out by hot water. And don't worry - with matcha, cool water mixes just as easily!

DID YOU KNOW?

A matcha shot is the tea equivalent of an espresso shot. Matcha is versatile and can mirror any drink that traditionally uses an espresso shot. Explore our Matcha Shot Methodologies below to find a method that works best for you.

EXPAND YOUR MENU WITH THE MATCHA VERSION OF THE CLASSICS:

Prepare these drinks the way you would traditonally prepare the classics, the only difference is you're using a matcha shot instead of an espresso shot.

Cortado	⟶	**Matcha Cortado**	= Matcha shot + 2 oz frothed milk
Macchiato	⟶	**Matcchiato**	= Matcha shot + mark with frothed milk
Cappuccino	⟶	**Matchaccino**	= Matcha shot + 5 oz frothed milk
Americano	⟶	**Matchacano**	= Matcha shot + 6 oz hot water (175°F)

MATCHA SHOT PREPARATION METHODS

3 WAYS TO MAKE A MATCHA SHOT

RECOMMENDED

METHOD 1: SHAKER JAR

- Add 2 oz cool water to a jar with a lid
- Add 1 tsp (2g) matcha
- Seal lid tightly then shake until well mixed with no clumps left

METHOD 2: ELECTRIC WHISK

- Add 2 oz cool water to a mug or cup
- Add 1 tsp (2g) matcha (preferably sifted)
- Submerge the tip of the electric whisk fully, then turn it on
- Tilt the mug toward you and whisk until well mixed and frothy

METHOD 3: BAMBOO WHISK

- Add 2 oz cool water to a bowl
- Add 1 tsp (2g) matcha (preferably sifted)
- Slowly circle the whisk until the matcha is fully wet, then whisk vigorously in a back and forth “M” shaped motion until well mixed and frothy

BATCHED MATCHA SHOTS

METHOD FOR HIGH-VOLUME MATCHA MAKING

1

Fill cocktail drink shaker with 20 oz ice cold water

Add 10 tsp (20 grams) of matcha

2

Shake vigorously until there are no clumps left

3

Measure 2 oz

Pour the measured matcha shot over your drink

Pre-batched matcha shots must be made daily to ensure maximum freshness. The batch will remain fresh for up to 6 hours. Equals 10 matcha shots. Store in a refrigerator or keep batched matcha submerged in an ice bath to slow down the rate of oxidation.

MATCHA SHOT CONCENTRATE

METHOD FOR *VERY* HIGH-VOLUME MATCHA MAKING

A matcha concentrate has a thicker consistency and can be used in faster paced food service settings.

To create a concentrate, add 20 tsp (40 grams) of matcha to 20 oz of ice cold water. Blend the mixture until there are no clumps left. Store in the refrigerator or on ice, and use within 6-12 hours.

A squeeze bottle or olive oil style dispenser work best for storing and portioning your matcha concentrate.

Because this is a concentrate, only a single ounce is needed to serve as a "matcha shot" - and can be further diluted with additional water or milk.

TOOL CARE: ELECTRIC WHISK

MODERN & EFFICIENT PREPARATION METHOD

DO:

- Submerge the tip of whisk all the way to the bottom before turning it on
- Be sure there's 2-3 inches of room left in your mug to avoid spilling
- Tilt the mug towards you as you're whisking

DON'T

- Put your electric whisk in the dishwasher

TOOL CARE: BAMBOO WHISK

TRADITIONAL PREPARATION METHOD

DO:

- Clean your bamboo whisk (chasen) after each use in warm water to rinse away the matcha
- Air dry your chasen by standing it upright on its handle
- Once dry, place on a whisk holder, bristles facing down
- Let your chasen completely dry before storing it

DON'T

- Use soap or cleaning agents
- Put your bamboo whisk in the dishwasher
- Store your bamboo whisk in the original plastic container

DID YOU KNOW?

BAMBOO WHISKS NEED TO BE REPLACED EVERY 1-2 MONTHS

Bamboo whisks are delicate and susceptible to mold. When used daily, these whisks need to be replaced every 1-2 months. Because of this, we recommend the shaker bottle or electric whisk for foodservice environments.

BEST WATER TEMPERATURE

Since matcha is extremely delicate, we recommend ideal water temperatures that will protect the integrity, color, and taste of the matcha.

ICED MATCHA

Water temperature

Use cool water for your matcha shot, then add ice cold water or milk.

Pour matcha shot over iced dairy or plant milk to create a beautiful layering effect. Serve layered, allow customers to stir.

HOT MATCHA

Water temperature

Use cool water for your matcha shot, then add hot water or milk between 140°F-175°F (anything above 175°F will burn the matcha, resulting in bitter taste)

Pour matcha shot into the base of an empty mug, pour hot frothed milk over the matcha shot

WHAT IS OXIDATION?

Oxidation refers to the series of chemical reactions that result in the browning of tea leaves and matcha powder (think of apples or avocados turning brown when cut - exact same phenomenon). It occurs naturally when your matcha powder is exposed to light, heat, and/or oxygen.

FRESH MATCHA

- **Tastes great and earthy**
- **Vibrant green color**
- **No bitterness**

OXIDIZED MATCHA

- **Tastes stale and dull**
- **Unappetizing brown color**
- **Lots of bitterness**

Protect the integrity and taste of your matcha by storing your matcha properly, see our tips on the next page.

HOW TO STORE MATCHA

Your cafe's matcha is extremely delicate and deteriorates when in contact with light, heat, and oxygen. Due to natural oxidation that occurs, your matcha is never going to get better with time, so it is best to store properly and use quickly if possible. Here are a few tips to make sure your matcha can stay fresh, longest. Your cafe customers will appreciate it!

1. Keep it out of the light
Avoid storing your matcha in clear containers like large plastic canisters or mason jars. Instead opt for a darker container (tins, ceramics, or dark glass) that block UV light rays.

2. Keep it away from heat sources
Humidity and warmth lead to stale and metallic tasting matcha. To avoid this, store your matcha in a cool place like a closet or basement. Keep away from burners or ovens. While the fridge is a great place to store, make sure your matcha is tightly sealed, so it doesn't absorb other aromas in your fridge.

3. Scoop out what you need for the day
At the beginning of your day, pour the amount of matcha your shop expects to go through that day into a smaller, tightly sealed container. This makes sure that the main supply of matcha isn't being exposed regularly throughout the day and your baristas can access the matcha easily.

POPULAR MATCHA RECIPES FOR CAFES

MATCHA IS SO VERSATILE AND CAN BE ADDED
TO MOST BEVERAGES

HOT MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 8 oz heated milk (plant based or dairy)
- Sugar or honey to taste (about 2-3 tsp in order to match Starbucks™ sweetness)

PREPARATION:

1. Prepare your matcha shot, pour into the base of an empty latte mug
2. Stir in the sugar or honey to the matcha mixture (optional)
3. Froth the milk then slowly pour over your matcha shot to break the matcha cream. Feel free to get creative with latte art!

ICED MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 8 oz ice cold milk (plant based or dairy)
- Sugar or honey to taste (about 2-3 tsp in order to match Starbucks™ sweetness)

PREPARATION:

1. Prepare your matcha shot
2. Stir in the sugar or honey to the matcha mixture (optional)
3. Fill a tall glass with ice and pour in cold dairy or plant milk
4. Layer your matcha shot on top of the drink

For an easy pre-sweetened prep - try our Cafe Style Latte Mix!

TRADITIONAL HOT MATCHA

INGREDIENTS:

- 1 tsp (2g) matcha powder (sifted)
- 6-8 oz hot water (140-170°F)

TOOLS NEEDED:

- Chawan (traditional matcha bowl)
- Chasen (bamboo whisk)
- Stainless steel tea sifter

PREPARATION:

1. Pre-heat your chawan (matcha bowl) by pouring hot water into it. Pour out hot water.
2. Use stainless steel tea sifter to sift matcha powder into bowl
3. Pour 2 oz hot water over sifted matcha powder
4. Use bamboo whisk to vigorously whisk your matcha shot using 'M' shaped motions, do so for 15 seconds. Add 4-6 oz of hot water. Continue whisking for 30 seconds until frothy.
5. Serve in chawan

COLD BREW ICED MATCHA

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 8 oz cold water (2 oz for your matcha shot)
- Ice
- Optional: Sweeten to taste

PREPARATION:

1. Make a matcha shot
2. Fill a tall glass with ice, pour in 6 oz of cold water
3. Layer your matcha shot on top of the drink

INSIDER TIP: Cold Brew Matcha tastes great with still or sparkling water. This is a great refreshing option to have on your menu!

VANILLA LAVENDER MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 1 tbs lavender syrup
- 1 tbs vanilla syrup
- 8 oz milk
- Ice

PREPARATION:

1. Fill glass with ice. Add milk.
2. Add lavender and vanilla syrup, stir.
3. Make a matcha shot! Gently shake or whisk 2 oz water with 1 tsp matcha powder until frothy.
4. Layer matcha shot over iced drink.
5. Optional: Top off with lavender buds

CINNAMON ALMOND MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 8 oz almond milk
- 1/2 tsp cinnamon
- Ice

PREPARATION:

1. Make a matcha shot! Whisk or shake matcha powder in 2 oz water until frothy.
2. Fill glass with ice, add almond milk.
3. Top off drink with matcha shot
4. Sprinkle cinnamon on top

DIRTY MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 8 oz heated milk (plant based or dairy)
- Espresso shot

PREPARATION:

1. Prepare your matcha shot, pour into the base of an empty latte mug
2. Follow standard steps to prepare your espresso shot
3. Heat/froth your milk
4. Layer espresso shot over frothed milk (in milk pitcher)
5. Slowly pour your milk/espresso over the matcha shot, breaking the matcha cream and create your latte art.
6. Use residue in espresso shot pitcher to add a beautiful espresso freckles. Simple scoop espresoo residue into a small spoon and place over latte art.

ICED CARAMEL MATCHA LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 1 tablespoon Torani Caramel Syrup (drizzled on inside wall of the glass)
- 8 oz dairy or plant milk

PREPARATION:

1. Drizzle Caramel Syrup on the inside walls of a tall glass
2. Fill glass with ice
3. Pour in your milk
4. Make your matcha shot
5. Layer your matcha shot on top of the drink

ICED MATCHA EARTH LATTE

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 3 oz cool water (2 oz for matcha shot, 1 oz for butterfly pea concentrate)
- 6-8 oz dairy milk or plant milk
- 1 tsp Butterfly Pea Flower powder
- Ice
- (optional) Sweetener, to taste

PREPARATION:

1. Prepare a matcha shot
2. In a separate mug make a concentrate by whisking Butterfly Pea Flower powder into 1 oz of water. Mix until smooth.
3. Pour Butterfly Pea Flower concentrate into the bottom of a tall glass, fill with ice, pour in your milk
4. Layer your matcha shot on top of the drink
5. Add sweetener, to taste. (optional)

MATCHA LATTE WITH BOBA

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cool water
- 6-8 oz dairy or plant milk
- 1/4 cup boba pearls (cooked)

PREPARATION:

1. Make a matcha shot: whisk or shake matcha powder and water, until there are no clumps
2. Pour boba in the bottom of your cup (follow instructions to make boba on the package it arrives in)
3. Add ice
4. Pour in milk
5. Top off with matcha shot

STRAWBERRY MATCHA LATTE WITH BOBA

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz water
- 1 cup fresh strawberries
- 1 cup sugar
- 1 cup water
- 6-8 oz milk
- Boba (tapioca pearls)
- Ice

PREPARATION:

1. Make a strawberry puree by blending strawberries, sugar, and 1 cup water until smooth
2. Make a matcha shot: Gently shake or whisk 2 oz water with matcha powder until frothy
3. Fill tall glass with boba and ice, add milk, and top off with your matcha shot

ICED BLUEBERRY MATCHA LATTE

INGREDIENTS:

- 2 tsp (10g) matcha latte mix
- 2 oz water
- 6 ounces milk or milk alternative
- 3-4 pumps blueberry flavored syrup, if not using purée
- Ice

PREPARATION:

1. Make a matcha shot! Gently shake or whisk 2 oz water with matcha latte mix until frothy.
2. To a glass, add 3-4 pumps of blueberry flavored syrup. Add the ice, followed by milk. Top with matcha shot. Stir, sip, and enjoy!

Made with our pre-sweetened Cafe Style Latte Mix!

MATCHA ORANGE SPRITZER

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 2 oz cold water
- 6 oz sparkling water
- 2 oz orange juice
- Ice

PREPARATION:

1. Fill glass with ice. Add orange juice, then layer sparkling water on top.
2. Make a matcha shot! Gently shake or whisk 2 oz water with 1 tsp matcha powder until frothy
3. Top off drink with matcha shot
4. Add sweetener to taste

MATCHA LEMONADE

INGREDIENTS:

- 2 tsp (10g) matcha latte mix
- 2 oz cold water
- 1 fresh lemon, juiced
- 1/4 cup water, set aside 1/4 cup
- Ice

PREPARATION:

1. Juice 1 fresh lemon add to 1 cup water
2. Make a matcha shot! Gently shake or whisk 2 oz water with 1 tsp matcha latte mix until frothy
3. Add ice to a tall glass, fill 3/4 of the glass with your lemon mixture.
4. Top off with matcha shot

SIMPLE MATCHA SMOOTHIE

MATCHA IS A GREAT ENERGY BOOSTER TO ADD TO ANY SMOOTHIE!

INGREDIENTS:

- 1 tsp (2g) matcha powder
- 1 cup coconut or almond milk
- 1 frozen banana
- 2 tbs almond butter

Optional: Extra ice for thicker consistency

Optional: Fruit to top with

PREPARATION:

1. Place all the ingredients into a blender.
2. Blend until smooth.
3. Empty smoothie into a bowl.
4. Top with your favorite fruit and a sprinkling of more matcha powder
5. Granola or toasted coconut (optional)
6. Serve immediately

MATCHA FAQS

What is matcha?

Matcha is the most premium variety of shade grown Japanese green tea leaves that are ground into a fine powder. Instead of steeping whole leaves as in traditional tea, matcha powder is mixed into water or milk and consumed whole.

How is matcha served in a cafe or coffee house?

The most popular preparation by far is the Hot or Iced Matcha Latte. That said, matcha is super versatile! Treat it as you would an espresso shot and use it in similar applications. You can even add a matcha shot to beverages such as sparkling water, fruit juices, coconut juice, kombucha, beer, wine, cocktails, mocktails,, etc. The options are endless!

What's a serving size of matcha?

Matcha is potent! Your typical matcha latte uses 1 teaspoon of matcha powder (two grams). Some people prefer a stronger matcha taste and may request an additional shot of matcha in their drink. Simply add 1 additional teaspoon to your matcha shot. Charge accordingly for the additional matcha (typically $1-2)

How long does matcha stay fresh?

Unopened matcha is fresh for about 18 months. This provides incentive for cafes to buy wholesale quantities and get best deals from their matcha supplier. Once opened, however, we recommend using it within 2-3 months for the freshest taste.

What are the health benefits of matcha?

- Matcha naturally contains beneficial antioxidants
- One antioxidant found in matcha, EGCG, has been shown to help support healthy metabolism.
- The unique combination of Caffeine and L-theanine in matcha provides a calm yet alert feeling. Unlike the jittery buzz of coffee, many report feeling a better sense of focus
- Matcha also contains fiber, chlorophyll and vitamins.

How do I get rid of matcha clumps?

First off - clumps are normal! Authentic stone-ground matcha will clump naturally due to static electricity. The best way to break up clumps and enjoy a smooth matcha is by first sifting your matcha powder through a tea strainer as you add it to your bowl or cup.

@JADELEAF_MATCHARISTA

RECIPES + PREPARATION TIPS & TRICKS

FOR BARISTAS, BY BARISTAS

Tag @jadeleafmatcha & @jadeleaf_matcharista on instagram so we can show love and share your incredible matcha creations with our community!

CONTACT US

We would love assist you with any and all questions you may have about our matcha, feel free to reach our team at:

sales@jadeleaf.com

ONLINE

jadeleaf.com/wholesale

sales@jadeleaf.com

U.S. SALES OFFICE

3213 W. Wheeler St

Suite 150

Seattle, WA, 98199

206-395-5390

TOKYO SALES OFFICE

〒101-0064 Chiyoda Bldg.

1-5-18 Kandasarugaku-Cho,

Chiyodaku, Tokyo 101-0064,

Japan