

Nadeshiko

Japan Beauty

The New Impressive Japanese Tea,
 “Yamabuki-nadeshiko”



Our “Yamabuki-nadeshiko” tea is created according to a process quite similar to that of black tea and pu’er tea but it has become the new Japanese tea thanks to state of the art Japanese technology.

Kuro-Kouji-kin(black fermentation starters) fermented organic tea “ Yamabuki-nadeshiko” is made from organic Japanese green tea harvested in Haruno town, Shizuoka Prefecture, applying Japanese Sake fermentation expertise to achieve a truly Japanese tea, totally clean and safe and with a unique processing flow..

“Yamabuki-nadeshiko” contains more gallic acid, citric acid than usual green tea, and catechin .

According to our customers who repeatedly compliment us, “ the natural aroma of

“Yamkabuki-nadeshiko makes so easy to drink !”, “And moreover it is so tasty that we will continue enjoying Yamkabuki-nadeshiko for a long time to come!”.

Do please try right away!

有機JASマーク



Use organic tea 100% as raw material!



Organic Foods Mark Registration awarded by the Japanese Agricultural Standards (JAS)



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It all started from a news release on Mr. Denbei Kawamura who developed a new tea using microbial fermentation.

We immediately contacted him and asked if organic green tea could become the raw material of such microbial fermentation tea.

Our company has been contracted for ten years with Isagawa Green Tea Production Cooperative which has a great deal of experience about organic green tea. Isagawa is one of the largest organic green tea production cooperatives in Shizuoka Prefecture, with their green tea fields located in Haruno-town around 300-500m above sea level.

We created this kuro-koji-kin(black fermentation starters) fermentation tea "Yamabuki-nadeshiko" based on such experimental process and our passion to support organic green tea farmers while expanding the possibilities of organic tea.

"Yamabuki-nadeshiko" tea is created in bioclean room, using unique kuro-koji-kin (black fermentation starters) that have been patented and passed food safety testing, and according to a wholly new processing flow called "Microbial fermentation control process".

The fermentation process is very sensitive and wouldn't succeed without our expert tea master's experience and know how.

The sterilization process before the microbial fermentation contributes refreshing natural aroma and rich taste.

Natsumi Osada

OSADA SEICHA COMPANY

長田夏海



Natsumi Osada

56th Champion - Japan Tea screening skill competition(2009)
57th Second place - Japan Tea screening skill competition(2010)
58th Champion - Shizuoka Tea screening skill competition(2011)
8th grade ranking in Japan Tea screening skill



Organic Tea farmer in Haruno town

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About the microbial fermentation process.

The fermentation process was created by Mr. Denbei Kawamura who is called as "Father of Shizuoka Yeast". He has spent most of his research life on Japanese Sake Yeasts. As a result of his efforts, Japanese Sake presently made in Shizuoka Prefecture have won international recognition and acclaim. Unlike black tea and Pu'er tea, this microbial fermentation tea is processed in a clean room and only using patented kuro-koji-kin (black fermentation starters) with a unique processing flow Japanese origin. Like for Sake, Miso and Soy-sauce, fermentation processes are familiar in Japan since ancient times and the microbial fermentation process was born out of such historic strength. This fermentation process creates ingredients efficacious for diet and fitness.



Mr. Denbei Kawamura

"Natural Aroma, Good Taste, Safe & Healthy Tea".
that's our "Yamabuki-nadeshiko".

"Yamabuki-nadeshiko" is making full use of the
Japanese Sake fermentation expertise to create
a Tea that opens new door.



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Processing in a clean room!

Inside a totally controlled clean room, after sterilization of raw material(Tea leaves), only patented kuko-kouji-kin(black fermentation starters) is being used to create a perfectly clean Yamabuki-nadeshiko Tea with a natural aroma and good taste.



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Shizuoka News, March 23, 2011

New elements found in microbial fermentation tea

Microbial research and development company "RIVERSION" located in Fukuroi City, Shizuoka-Pref (President: Denbei Kawamura) has found two new polyphenols in its development of microbial fermentation tea.

These two polyphenols suppress the diabetes enzyme of diabetes in adults. A joint research was conducted with Shizuoka University and Saga University. The Japanese Patent Office will publish this on March 24, 2011.

Microbial fermentation tea is an innovative tea using a microbe scientifically confirmed not to make aflatoxin.

It is a raw component found in Japanese Green Tea and during its process (moisture control sterilization - microbial fermentation), catechin is degraded and new polyphenols are created..

These new polyphenols have been named "Teadenol A" and "Teadenol B".

Tests of eighteen obese rats show that visceral fat, neutral fat and cholesterol have decreased and that weight has also been lowered in all eighteen rats. This microbial fermentation tea has also successfully passed food safety tests.

Mr. Kawamura explained that "the raw material for this microbial fermentation tea is Green Tea which ensures a stable production throughout a year.

In addition, tea with high catechin is suitable as raw material and thus the use of second flush green tea will significantly help Japanese tea farmers" .

袋井の技術会社発見

「微生物発酵茶」に新成分

河村伝兵衛社長
科学的に
いことが
を作らな
(カヒ毒)
トキシシ

袋井市松原の発酵技術開発会社「RIVERSION」の河村伝兵衛社長(68)は、自身が開発した微生物制御発酵茶の中に2種類の新しいポリフェノール成分を発見した。細胞レベルの実験で、生活習慣に由来する糖尿病を引き起こす酵素の生成を抑える効果があると分かった。静岡大、佐賀大などの共同研究。特許庁が24日に公報する。微生物制御発酵茶は、アフラ

2種類のポリフェノールの糖尿病に効果

微生物制御発酵茶の茶葉

た微生物を利用する新しいジャポリーフェノールになるという。原料は一般的な緑茶(tea)、伝兵衛、ポリフェノールから「Teadenol A, B」と名付けた。肥満のラット18匹を使った実験では、内臓脂肪、中性脂肪、コレステロールがいずれも減少、または低下し、体重は減少した。人間が飲む100倍の濃度を投与する安全性検査もクリアしたという。

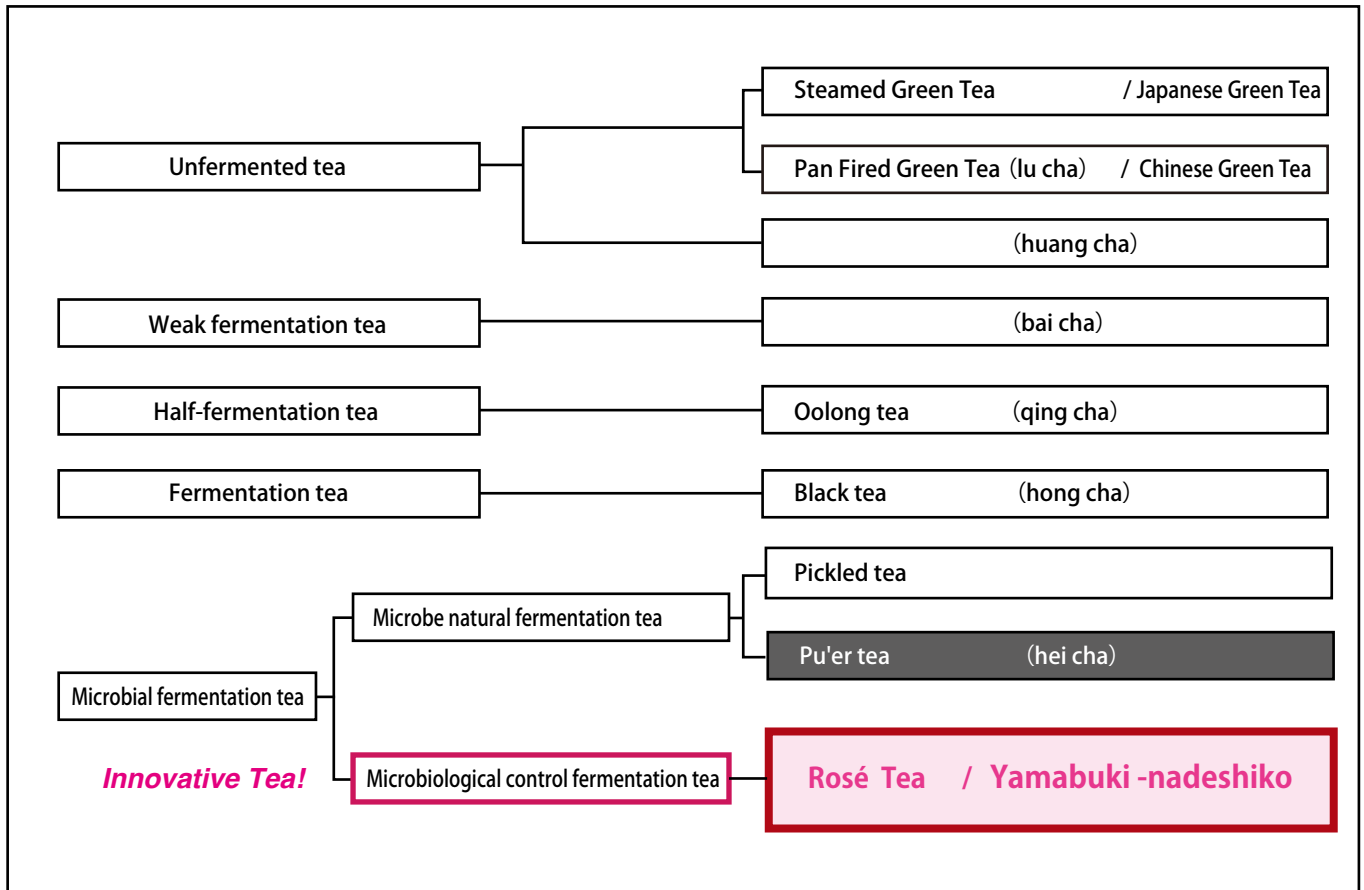
河村社長は、微生物制御発酵茶の原料が荒茶である点を重ねて強調し、「年間を通じて安定した生産が可能」として、カテキン含有量が高い茶が適していることから、二番茶の有効な活用に期待が持てること、「茶業振興が図れる」と話している。

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●A new tea classification for a new world



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