



# Matcha Recipe Guide



# Why Matcha?



**Energizing:** Matcha is a crossover between natural energy and wellness-oriented consumable products. It actually has weight-for-weight more caffeine than coffee beans (though the serving size is typically less).



**Health Benefits:** 100% Pure Matcha (distinct from “premixes”) is a growing alternative for people who have metabolic concerns (e.g. diabetes, high cholesterol) and is being recommended more by healthcare practitioners as a healthy daily energy drink.<sup>1</sup> Matcha tea contains essential vitamins A, C, E, K and B as well as minerals including zinc, chromium, magnesium, and others. Due to its antioxidant content, fat-burning benefits, and capacity to boost attention and energy, it is guaranteed to be a strong menu item/product category for many years to come, especially within health & wellness offerings.



**Profitable:** Matcha beverages sold in foodservice establishments have the potential of an 80% profit margin based on Matcha.com’s market analysis.<sup>2</sup>



**Market Growth:** The matcha market is widely reported to have approximately a 10% CAGR for the next 7-10yr and has already surpassed \$1B annually in the U.S. For the next phases of market growth, flavored matcha (including things like boba drinks) is anticipated to be the highest performing new category, having already grown by more than 200% in the past years.<sup>3</sup>



**Versatile:** Matcha allows for creativity and customization through the use of different bases and Torani flavors.

Sources:

1. <https://www.factmr.com/report/4550/matcha-tea-market>

2. <https://bulk.matcha.com/pages/caffe-owners-guide-to-wholesale-matcha-economics-recipes-and-tips>

3. <https://www.reportsanddata.com/report-detail/matcha-tea-market>



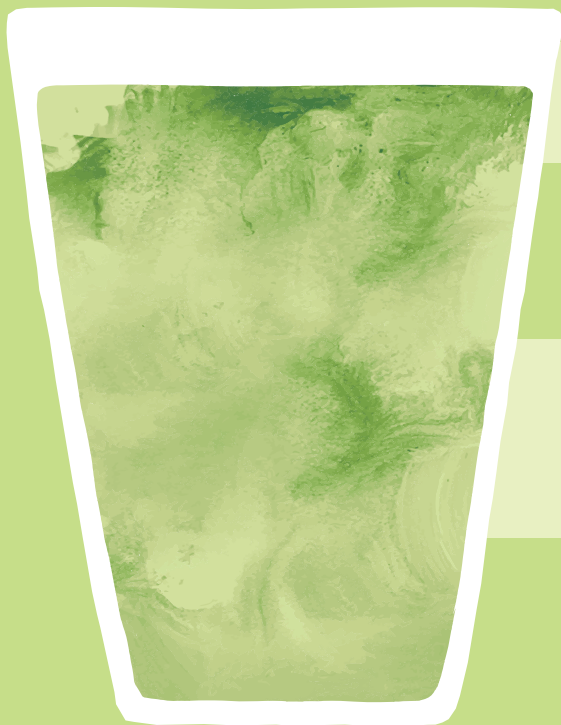
## Quality vs. Imitation Matcha

With matcha’s surging popularity, it’s important to understand what differentiates high quality matcha from low quality (or imitation) matcha. Authentic matcha is grown in Japan by multi-generational family farms, using centuries-old agricultural techniques, including shade-growing, to achieve a vibrant, umami & energizing matcha product. Be wary to ensure your matcha is from Japan, is not dull in color, and doesn’t taste excessively bitter; these are signs of low-quality. Ceremonial matcha will be deeply umami, rich in flavor, and free of bitterness. Culinary matcha is slightly more tannic and is suited well for sweetened lattes, for example.

If you’re not sure where to start, head over to our friends at Matcha.com

# How to Create a “Matcha Shot”

A matcha shot is concentrated matcha made with just hot water and matcha powder. Similar to how an espresso shot is the foundation for hand-crafted coffee beverages, like a latte or Americano, a matcha shot is used to create all sorts of matcha beverages. It can also be consumed on its own or with added Torani flavor, as seen in the recipes below.



- 1 Using matcha from Matcha.com, add 1 tsp. of matcha with 2 oz. of water.
- 2 To mix well, agitate for 10-30sec using an electric frother, blender, shaker bottle, or matcha whisk. Avoid trying to mix with a fork or spoon.
- 3 Multiply this recipe to easily batch multiple matcha shots for quick serving. For example, make 10 servings at once with 10 tsp of matcha, and 20 oz. of water. Use by the end of day.

## Flavored Matcha Shots

*(using matcha from Matcha.com)*

### Granny's Remedy

½ oz. Torani Gingerbread Syrup  
1 Matcha shot

### Energizing Bliss

½ oz. Torani Lavender Syrup  
1 Matcha shot

### Irish Morning

½ oz. Torani Bourbon Caramel Syrup  
1 Matcha shot

### French Toast Charge

½ oz. Torani French Toast Syrup  
1 Matcha shot

### Umami Wakeup

½ oz. Torani Puremade Toasted Black Sesame Syrup  
1 Matcha shot

### Ripe For Picking

½ oz. Torani Puremade White Peach Syrup  
1 Matcha shot

# Iced or Hot Matcha Lattes

(using matcha from Matcha.com)

## Piña Colada Matcha

½ oz. Torani Coconut Syrup  
½ oz. Torani Pineapple Syrup  
1 Matcha shot  
6 oz. coconut milk  
Frozen pineapple chunks, for garnish

## Pumpkin Spiced Matcha

½ oz. Torani Pumpkin Spice Syrup  
½ oz. Torani Maple Syrup  
6 oz. milk  
1 Matcha shot  
Whipped cream, Torani Pumpkin Pie Sauce, and dash of cinnamon, for garnish

## S'matcha

1 oz. Torani S'Mores Syrup  
1 Matcha shot  
6 oz. milk

## Matcha Yakult

1 oz. Torani Signature Vanilla Syrup  
1 Matcha shot  
6 oz. yakult

## Matcha Macaron

½ oz. Torani Rose Syrup  
¼ oz. Torani Almond Orgeat Syrup  
¼ oz. Torani Vanilla Syrup  
1 Matcha shot  
6 oz. milk

## Matcha Crème Brûlée

¼ oz. Torani Caramel Syrup  
½ oz. Torani Vanilla Syrup  
½ oz. Torani Puremade Caramel Sauce  
1 Matcha shot  
6 oz. milk  
Raw sugar, for garnish

## Cinnamon Swirl Matcha

½ oz. Torani Cinnamon Syrup  
½ oz. Torani Vanilla Syrup  
1 Matcha shot  
6 oz. milk

## Cloud Matcha Latte

1 oz. Torani Puremade White Chocolate Sauce  
1 Matcha shot  
6 oz. milk  
*Cold Foam:*  
¼ oz. Torani Vanilla Syrup  
4 oz. nonfat milk  
Matcha sprinkled on top, for garnish

## Nuts About Matcha

1 oz. Torani Pistachio Syrup  
1 Matcha shot  
6 oz. almond milk  
Whipped cream and Torani Puremade Caramel Sauce drizzle, for garnish

## Matcha Crumble

1 oz. Torani Chocolate Chip Cookie Dough Syrup  
1 Matcha shot  
6 oz. milk  
Whipped cream and cookie crumbles, for garnish

## Earth Matcha

¼ oz. Torani Puremade Elderflower Syrup  
1 Matcha shot  
¼ oz. butterfly pea powder  
6 oz. milk

## Cookie Monster Matcha Latte

1 oz. Torani Sugar Free Chocolate Macadamia Nut Syrup  
1 Matcha shot  
6 oz. milk  
Chocolate cookie pieces, for garnish

## Peanut Butter Matcha Latte (SF)

1 oz. Torani Sugar Free Peanut Butter Syrup  
1 Matcha shot  
2 shots espresso  
6 oz. milk

Torani<sup>®</sup>  
**Tip!**

Try adding a flavored cold foam topper to any of your iced matcha lattes for a textural component!

### Cold Foam Recipe:

¼ oz. Torani Syrup  
4 oz. nonfat milk

Blend for 15 seconds using a hand mixer then pour on top of the iced beverage

## Namaste Latte (SF)

1 oz. Torani Sugar Free Cinnamon Vanilla Syrup  
1 Matcha shot  
6 oz. milk  
Dash of cinnamon, for garnish

## Hazelnut Caramel Matcha Latte

½ oz. Torani Puremade Salted Egg Yolk Syrup  
½ oz. Torani Puremade Hazelnut Syrup  
1 Matcha shot  
6 oz. milk  
Drizzle of Torani Puremade Caramel Sauce, for garnish

## Pacific Rim Latte

½ oz. Torani Puremade Toasted Black Sesame Syrup  
1 Matcha shot  
6 oz. milk  
Toasted coconut pieces, for garnish

## Matcha Gingerbread Breve

1 oz. Torani Gingerbread Syrup  
1 Matcha shot  
2 shots espresso  
6 oz. half & half

## Matcha Lavender Cappuccino

1 oz. Torani Lavender Syrup  
1 Matcha shot  
2 shots espresso  
6 oz. milk

## The Toddy Cold Brew

1 oz. Torani Bourbon Caramel Syrup  
1 Matcha shot  
6 oz. cold brew coffee  
Honey drizzle, for garnish

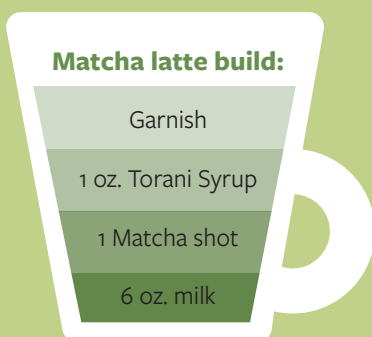
### Matcha latte build:

Garnish

1 oz. Torani Syrup

1 Matcha shot

6 oz. milk



## Blended Matcha

(using matcha from Matcha.com)

### Island Matcha Smoothie

6 oz. Torani Pina Colada Real Fruit Smoothie Mix  
1 Matcha shot  
Ice

### Matcha Dipped Strawberry Frappe

½ oz. Torani Puremade White Chocolate Sauce  
½ oz. Torani Strawberry Syrup  
1 Matcha shot  
5 oz. frappe base  
Ice  
Freeze-dried strawberry pieces, for garnish

### Cookies & Cream Affogato Frappe

1 oz. Torani Chocolate Chip Cookie Dough Syrup  
1 Matcha shot  
2 shots espresso  
2 scoops ice cream  
Whipped cream and cookie pieces, for garnish

### Mixed Berry Matcha Cheesecake Smoothie

6 oz. Torani Wildberry Real Smoothie Mix  
1 oz. Torani Cheesecake Syrup  
1 Matcha shot  
Ice  
Whipped cream, for garnish

MATCHA.COM  
**Tip!**

Matcha drinks are best served frothy! Mix-up your matcha shots until a strong froth appears, and remember, premium matcha will produce more impressive froth.

## Matcha Refreshers

(using matcha from Matcha.com)

### Sparkling Rose Matcha

1 oz. Torani Rose Syrup  
1 Matcha shot  
6 oz. sparkling water  
Ice

### Four Seasons

¼ oz. Torani Mango Syrup  
¼ oz. Torani Pineapple Syrup  
¼ oz. Torani Orange Syrup  
¼ oz. Torani Guava Syrup  
1 Matcha shot  
6 oz. sparkling water  
Ice

### Matchapple Crumble

½ oz. Torani Maple Syrup  
½ oz. Torani Apple Syrup  
1 Matcha shot  
6 oz. sparkling water  
Ice

### Agua de Jamaica y Matcha

¾ oz. Torani Hibiscus Syrup  
¼ oz. honey  
1 Matcha shot  
6 oz. water  
Ice

### Very Berry Matcha

½ oz. Torani Raspberry Syrup  
½ oz. Torani Strawberry Syrup  
1 Matcha shot  
6 oz. sparkling water  
Ice  
Freeze dried berries, for garnish

### Summer Boost Tea

½ oz. Torani Puremade Ginger Syrup  
½ oz. Torani Puremade Watermelon Syrup  
1 Matcha shot  
6 oz. jasmine tea  
Ice  
Watermelon pieces, for garnish

### Matcha Blueberry Spritz

1 oz. Torani Blueberry Syrup  
1 Matcha shot  
6 oz. sparkling water  
Freeze dried blueberries, for garnish

### Lematcha Mango Palmer

1 oz. Torani Mango Syrup  
1 Matcha shot  
3 oz. lemonade  
3 oz. tea  
Ice  
Mango pieces or mango popping pearls, for garnish



## What is Hojicha?

Hojicha is a roasted green tea with distinct earth flavor tones with a soothing and natural aroma.

### Chocolate Con Hojicha

1 oz. Torani Puremade Dark Chocolate Sauce  
1 Matcha.com Hojicha Shot  
8 oz. milk

### PB&H

1 oz. Torani Peanut Butter Syrup  
½ oz. honey  
1 Matcha.com Hojicha Shot  
8 oz. milk



*Torani*<sup>®</sup>

For more delicious recipes visit  
[Torani.com/foodservice](https://torani.com/foodservice)



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