



# JADE LEAF MATCHA



限定版

## LIMITED EDITION

### MATCHA TASTING GUIDE

2021

# WELCOME

Matcha is about people — from the farmers who cultivate each leaf with care, to the tea masters who then craft the leaves with precision, and finally to those of us that get to enjoy the sublime taste and the way it makes us feel.

Our curated Limited Edition offerings are a celebration of the people who dedicate their lives to this wonderful tea.

We truly hope these rare and exceptional offerings serve to deepen your appreciation for matcha and for Japanese culture.

With matcha gratitude,

The Jade Leaf Matcha U.S. and Japan Teams



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# WHAT IS MATCHA



THE JAPANESE CHARACTERS  
USED FOR MATCHA ARE

**抹茶**

...WHICH LITERALLY MEAN  
“GROUND TEA”.

Matcha is simply pure, shade-grown green tea leaves from Japan that are ground into an ultra-fine powder. For centuries, monks have used matcha to support well-being and concentration during meditation.

Matcha is produced across Japan, but we've found the very best artisanal and organic matcha to be ground from tea leaves grown in the Uji and Kagoshima regions. Family-owned partner farms fuse traditional and modern techniques to cultivate leaves brimming with flavor and nutrients. Our tea masters then bring together carefully selected leaves from each harvest to create a unique, well rounded flavor profile not found anywhere else.

**ORIGIN: UJI &  
KAGOSHIMA  
JAPAN**



# HISTORY OF MATCHA



Matcha as we know it is very much a Japanese phenomenon, where it has played an integral role in their culture since the 12th century. However, its history stretches back even further.

As early as the 8th century, Zen monks in China were the first to develop the process of pulverizing green tea leaves (which had first been steamed, then dried, then packed into tight molds for easy portability).

Around the year 1190, a Japanese Buddhist monk named Eisai Myoan visited China and fell in love with this unique manner of enjoying tea, and was the first to bring matcha back to Japan.

Very quickly, matcha spread throughout Zen monasteries in Japan, once monks found that it kept them awake and alert during long

periods of meditation, in addition to having valuable medicinal properties. As the centuries progressed, interest in matcha in China waned, slowly replaced by other forms of Chinese tea that grew more popular.

In Japan, however, matcha became a cultural focal point through a very formal ceremony known as “chado”, as well as a staple part of their diet. The expert cultivation and traditional methods of shade growing and stone grinding were perfected by Japanese farmers and tea masters and passed down through generations.

Today, the popularity of matcha has never been greater or more widespread as the world has finally taken note of this Japanese treasure.

# MATCHA GLOSSARY



## CULTIVAR

A group of tea plants that have been bred to embody certain flavor profiles or other desirable characteristics (ex: the ability to withstand certain temperatures/microclimates)

## WATER TEMPERATURE

You will experience different expressions of tea at different brewing temperatures - lower temperatures (140°F) will invite sweeter notes, while higher temperatures (175°F) will invite more savory notes. When tasting matcha, we recommend experimenting with varying temperatures between 140°F and 175°F to better understand your preferences.

## TASTING NOTES

Flavors you experience are abstract expressions of tea. One person may notice vegetal, grassiness (like spinach) when tasting a certain offering, while another may experience more nutty qualities. There is not a right or wrong answer when it comes to experiencing flavor profiles as each of our palates are unique. To hone in on the nuances of flavor, we recommend drawing from a memory or experience you have had with various fruits, vegetables, herbs, nuts, and other foods to guide you. In our experience, sometimes a flavor descriptor reminds us of a memory as opposed to a food. Again, no wrong answers here!



# MATCHA GLOSSARY



## UMAMI

Known as the “Fifth Taste”, umami is the flavor or sensation produced by glutamate, an amino acid present in matcha. High grade matcha, like our 2020 Limited Edition offerings, have high L-theanine content which is responsible for evoking sweeter notes and a rich umami profile.

## MOUTHFEEL

Textures and sensations produced when drinking matcha. Some examples include experiencing smoother textures and astringency.

## LENGTH

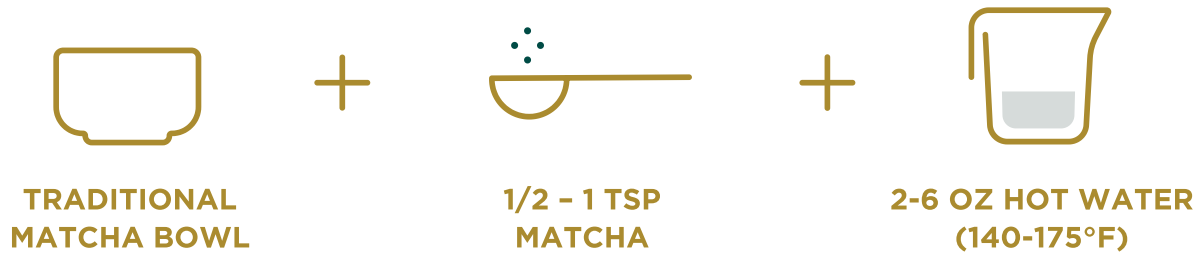
Amount of time flavors and textures rest on your palate.

## ASTRINGENCY

Oftentimes, astringency is confused with a bitter taste. Astringency is a feeling that results in a drying sensation in your mouth. This is due to Polyphenols that are naturally occurring in matcha called Catechins. Experiencing the physical sensation of astringency occurs seconds after your first sip and invites you to take yet another sip.

# PREPARATION

When preparing matcha of this caliber, we recommend using the traditional bamboo tools. Need a set? Simply head to [jadeleaf.com/tools](https://jadeleaf.com/tools)



**Step 1:** Place the sifter over the bowl, then use the bamboo scoop to add about 1/2 teaspoon (1 gram) of matcha to it.

**Step 2:** Use the bamboo scoop to sift the matcha down into the bowl. This helps prevent clumps.

**Step 3:** Pour 2oz (about a quarter cup) of hot water (not boiling, about 165°F is ideal) into the bowl.

**Step 4:** Using the bamboo whisk, vigorously mix the matcha in back and forth “M” shaped motions until froth forms (about 10-20 seconds).

**Step 5:** Optional: slowly add more water to your taste preference. We usually add another 4oz (half cup). The more you add, the lighter the flavor.

**Step 6:** Take your time to slowly sip and enjoy your perfect matcha moment. To your health and well-being!



# TASTING TIPS



**Sight:** How does it look? How would you describe the color or its shade of green?



**Aroma:** What aromas are present in the matcha powder? After you whisk and prepare the tasting? What are the aromas reminiscent of?



**Mouthfeel & Texture:** How would you describe the texture or structure as you taste the matcha? How would you rate its level of astringency?



**Taste:** How does it taste? Describe some flavors you are experiencing.



**Feeling:** What feelings or sensations arise when you experience each offering? Take a moment to be present with your mind and body during the tasting.



# 2021 TEA MASTER'S RESERVE

## 下岡茶園



Maker: Kyoguro Shimooka  
Uji, Kyoto Prefecture, Japan

Our Tea Master, Shimooka-san, is one of the most decorated artisanal producers in Japan, with over 50 years of dedication to his craft. Here, he has hand-blended a selection of rare tea cultivars to express the finest flavor organically grown matcha can achieve.

**Harvest Date:** May 2021

**Cultivar(s):** Komakage, Okumidori, Asanoka, Yutakamidori, Yabukita

**Tasting Notes:** Balanced umami, sweet potato

# 2021 TEA MASTER'S RESERVE

## 下岡茶園

PREPARATION: \_\_\_\_\_ OZ. WATER \_\_\_\_\_ TSP. MATCHA \_\_\_\_\_ °F

APPEARANCE: \_\_\_\_\_

AROMA: \_\_\_\_\_

MOUTHFEEL: \_\_\_\_\_

ASTRINGENCY LEVEL:



LOW

HIGH

UMAMI LEVEL:



LOW

HIGH

TASTING NOTES:

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# 2021 HAGIMURA OKUMIDORI

## 萩村製茶



Maker: Shigemi Hagimura  
Yokkaichi, Mie Prefecture, Japan

The farmers in the historic Ise Province of Mie Prefecture show a particularly strong pride in their craft, and Hagimura-san's family is no exception. One of the first to produce matcha in the region, their single cultivar Okumidori is among the best in all of Japan.

**Harvest Date:** May 2021

**Cultivar(s):** Okumidori

**Tasting Notes:** Rich, nutty, buttery, rounded aroma



# 2021 HAGIMURA OKUMIDORI

## 萩村製茶

PREPARATION: \_\_\_\_\_ OZ. WATER \_\_\_\_\_ TSP. MATCHA \_\_\_\_\_ °F

APPEARANCE: \_\_\_\_\_

AROMA: \_\_\_\_\_

MOUTHFEEL: \_\_\_\_\_

ASTRINGENCY LEVEL:



UMAMI LEVEL:



TASTING NOTES:

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# 2021 KAMIMURO SAEMIDORI

## 上室製茶



Maker: Kazuhisa Kamimuro  
Shibushi, Kagoshima Prefecture,  
Japan

Kamimuro-san is a third generation farmer in the fertile Kagoshima region, and a pioneer in the use of smart agriculture to produce more sustainable, higher quality crops. He has a particularly deep knowledge of tea cultivars, which is best showcased by his Saemidori offering.

**Harvest Date:** May 2021  
**Cultivar(s):** Saemidori  
**Tasting Notes:** Excellent umami, sweet cream

# 2021 KAMIMURO SAEMIDORI

## 上室製茶

PREPARATION: \_\_\_\_\_ OZ. WATER \_\_\_\_\_ TSP. MATCHA \_\_\_\_\_ °F

APPEARANCE: \_\_\_\_\_

AROMA: \_\_\_\_\_

MOUTHFEEL: \_\_\_\_\_

ASTRINGENCY LEVEL:



LOW

HIGH

UMAMI LEVEL:



LOW

HIGH

TASTING NOTES:

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# SO MATCHA GOODNESS AWAITS

We truly hope you enjoyed our curated tasting, showcasing the careful craftsmanship of wonderful farmers. We would love to learn more about your experience and invite you to share your knowledge with the Jade Leaf community on Instagram.

 [jadeleafmatcha](https://www.instagram.com/jadeleafmatcha)

ありがとうございました





**LEARN MORE AT**  
**[jadeleaf.com/limited](https://jadeleaf.com/limited)**