

## About Our Tea - What is Special - Fact List

There are few unique things about our green tea. Here are list down

- **Award-Winning Tea**

Our tea has received below awards. There are many other awards but this is only the notable ones.

- 2017 - Global Tea Championship– Steamed Green Tea Category
- 2010, 1979, 1975, 1974 – National Best Tea Award by Japan Ministry of Agriculture, Forestry and Fisheries (農林水産大臣賞)
- 2009 – Shizuoka Prefecture Governor Prize – 1<sup>st</sup> Place (しずおかふるさと食品コンクール 静岡県知事賞-最優秀賞)

- **Japan's Best-Selling Green Tea Online**

Our tea was the #1 Best Selling Green Tea in Japan online through Rakuten Inc. in 2016 and 2017.

Rakuten Inc. is the largest e-commerce site in Japan and ranks #14 in the world for online sales volume (as of Feb 2018).

- **Using Sugarcane in Soil for Better Taste**

Our green tea is made by using a natural fertilizer made by local Japanese sugarcane which includes a great amount of amino acid. On top of the groundbreaking fertilizing method, fresh sugar liquid is being spread throughout the farm to bring the dirt rich. The result is the unforgettable sweetness you get in the mouth on each sip.

- **Geographical Advantage for Growing Best Green Tea**

Our green tea farms, the Arahataen Green Tea Farms, are geographically and advantageously located in the Shizuoka prefecture in Japan, known for growing the finest of teas. This region has been the center of green tea culture in Japan for centuries. The difference in temperatures on the plateaus during night and day in this region is considered to be one of the main contributory factors to the richness in flavor of green tea. The fog and weather patterns are also considered to play an important role for the highest quality green tea plants.

- **Longer Exposure to Sunshine Results in More Nutrients in the Leaf**

The naturally fertile soil, combined with no mountains to block the sunlight, mean the plateaus in this area are geographically perfect for growing the finest tea plants. The tea leaves harvested are thicker

than regular ones, and due to prolonged exposure to sunlight, the teas produce more catechins and chlorophyll, which are prime elements for green tea nutrients.

- **Deep Steaming (Fukamushi) Method – A Unique Approach to Take Advantage of Richer Nutrients**

We use the "Fukamushi Method" which translates to "deeper steam" in Japanese. In order to take advantage of richer nutrients found in the thicker tea leaves, they are steamed for three to four times long than regular sencha green tea. This approach only works well for thicker tea leaves, which break down into so called tannin element. Tannin element gets reduced by steaming longer. The tannin element is known for creating the bitter taste in green tea, therefore, less tannin element creates less bitter taste. The method also increases a type of amino acid called theanine, which increases the sweetness in green tea. [Read more about Deep Steaming Method](#)

- **Passion for Dirt – Motto Behind Cultivation**

Arahataen's motto is "Passion for dirt". We believe that the best dirt brings the best green tea! Our creation of best green tea starts with preparing the dirt. Good dirt grows strong tea plants, strong tea plants bring finest tea leaves. We absolutely do not compromise the quality of dirt at any given time.

To bring the best dirt, Arahataen uses the "Chagusaba Method". This method was officially designated as GIAHS (Globally Important Agricultural Heritage Systems) by The United Nations Food and Agriculture Organization in May 2013. Arahataen is registered as #1 practitioners for using this method.

- **What is Chagusaba Method**

The Chagusaba Method is a traditional green tea farming method used for centuries in areas where plants such as Japanese silver grass is being cut and used as organic fertilizer once a year between autumn and winter. Plants are cut into small pieces and being carefully placed on the ground of the farm land. This increases the temperature and moisture of dirt which fertilize the dirt better. Japanese silver grass also contains a lot of silicic acid, which is great for making the dirt richer. This process is extremely labor intensive, but the tradition has been followed for centuries in the area to create the best green tea. [Read more about Chagusaba cultivation method](#)

- **Dirt Compound is Full of Amino Acid and Umami Elements**

Aside from Japanese silver grass, various elements such as chaff and rice bran is mixed with microbial cells (VS34), and dirt is fermented for the duration of two months. The resulting compost is rich in

amino acid. Among all types of amino acids created by this process, glutamic acid contains full umami element. By providing such compound, the dirt grows in the ability to hold heat and moisture, which then increases bacteria activities in dirt, causing rich fertile dirt for healthy and rich green tea.