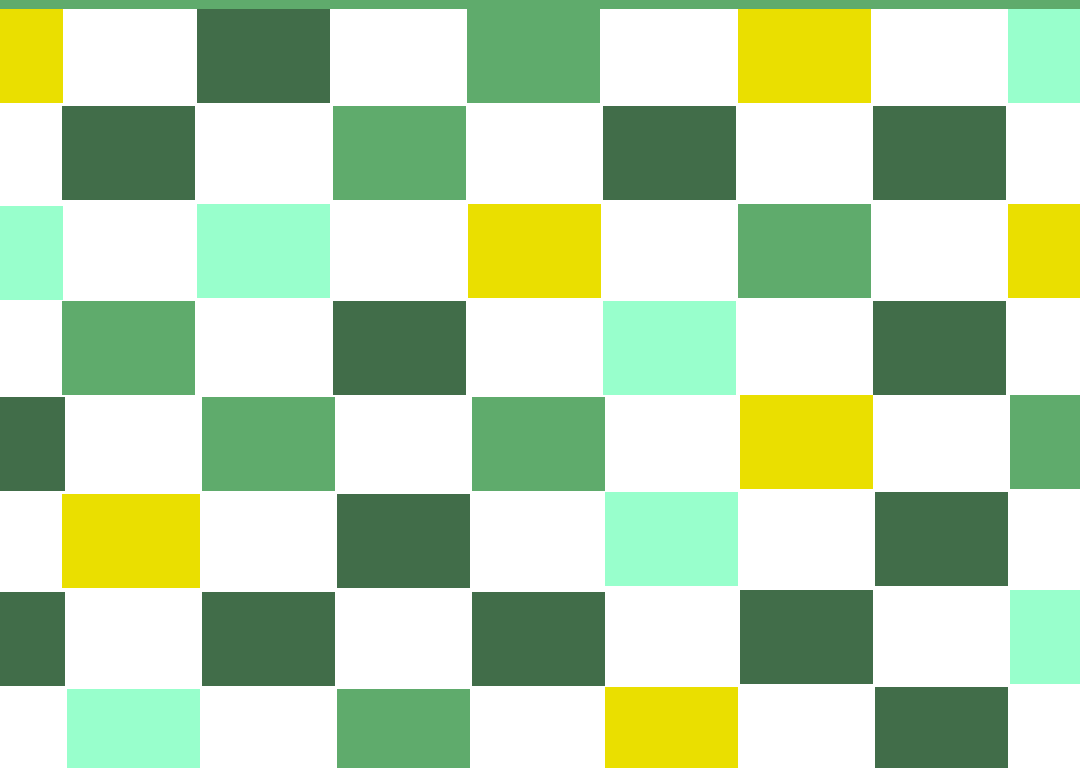
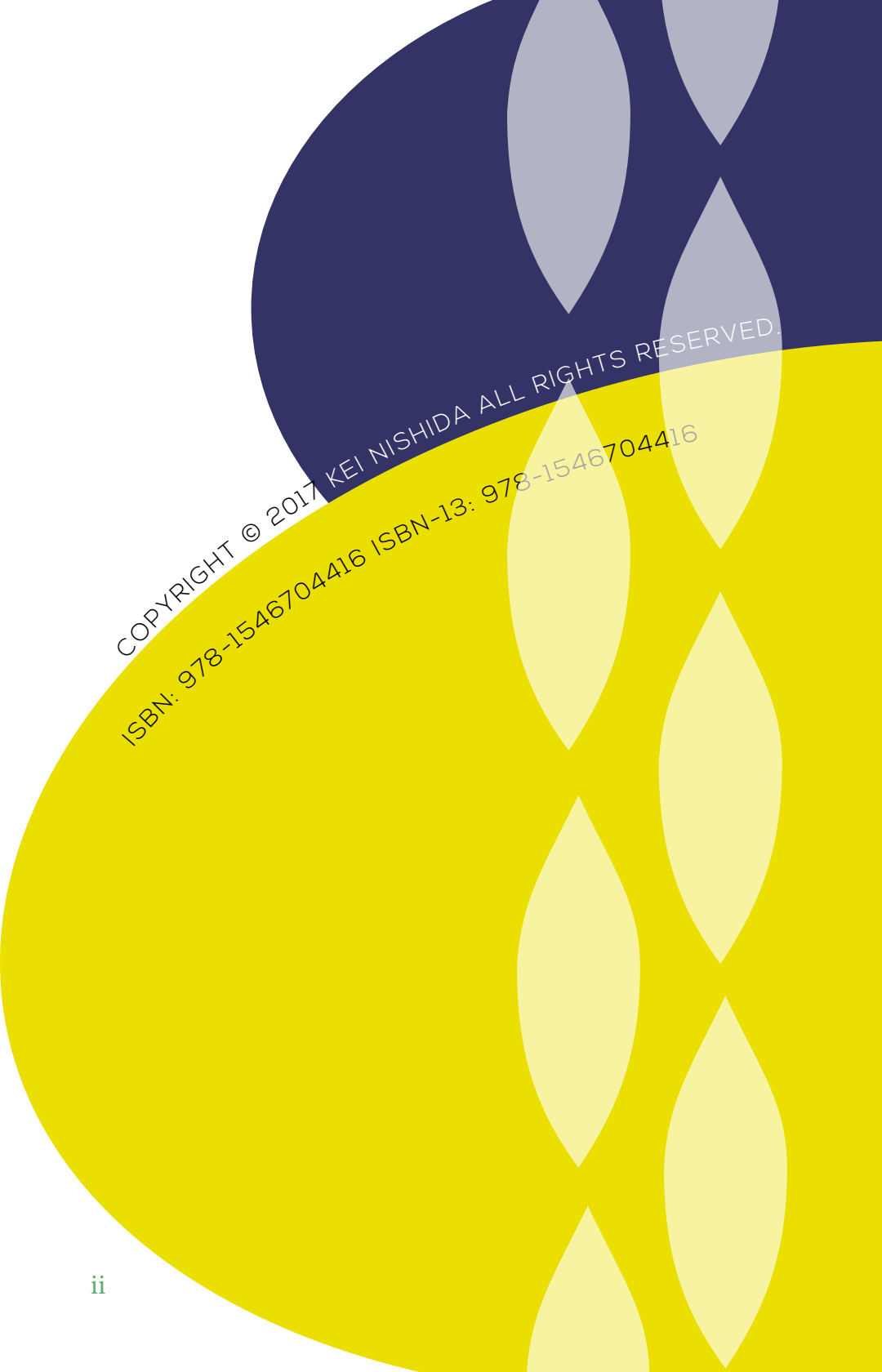


GREEN TEA C H A

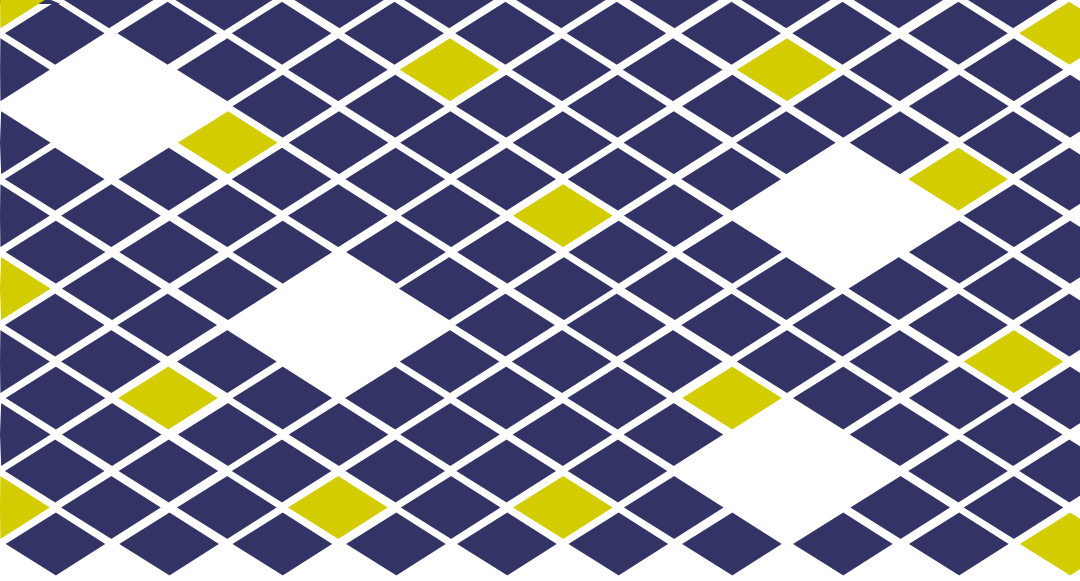
HOW JAPAN AND THE WORLD ENJOY
GREEN TEA IN THE 21ST CENTURY

KEI NISHIDA





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DEDICATION

TO MY LOVELY WIFE MIKI









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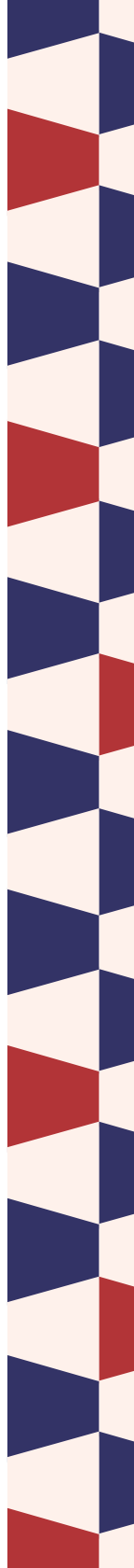
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ACKNOWLEDGMENTS



I would like to thank Arahataen Inc. for giving me a chance to get into the wonderful world of green tea.

-INTRODUCTION-



There are many books about green tea and tea ceremony. I enjoy reading them, and truly appreciate my Japanese culture and heritage, which has shaped us as Japanese. It is undeniable that tea has touched our lives as historically, tea formed our identity and ideology.





Sadly, when I walk the streets in Tokyo, my hometown, I rarely see those traditions. When I see people wearing kimono on the streets, which happens occasionally during new year and special Japanese occasions, I cannot help to stop and gaze at them with beauty of how the vivid, sometimes subtle, colored kimono shaped to fit our facial and body styles that gradually evolved together over centuries.

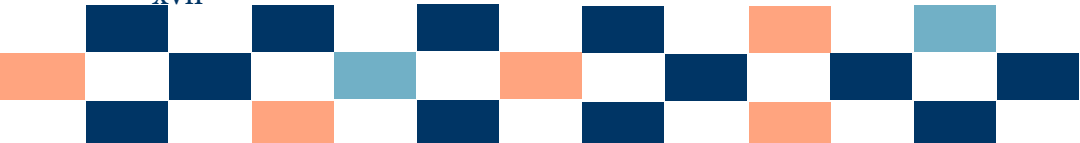
The culture of green tea is no longer as focused on ceremony, however, and many modern consumers don't have or use matcha whisks or porcelain cups - even when

dressing in ceremonial garb, like a kimono. Green tea tradition is history.

Or is it?

A young lady wearing kimono in summer holds a bottle of cooled green tea in a stylish container, which was probably purchased from one of the millions of the vending machines standing on every street corner, and equipped with the highest technology to serve green tea.

It recognizes the shape of your face, and some of them suggest what kind of drink you would be most likely to enjoy in that moment based on current



temperature, humidity, and facial recognition.

Green tea has changed.

In the 21st century, green tea is still the most consumed beverage in Japan, a 6.95 trillion yen (7.8 billion dollar) a year industry. The global competition for the best, and latest styles and trends is changing how green tea is served and consumed every day in Japan. The rapid change is gradually sending the vibe to the rest of the world.


In this book, I uncover the latest trend of how people are consuming Japanese Green Tea in the 21st century.

It will probably surprise you and entertain you, and hopefully, you can use some of the latest trends in your own kitchen, Benefiting from the thousand-year-old drink called green tea.

Hope you enjoy reading this book as much as I did writing and researching it.

KEI NISHIDA





SECTION 1

GREEN TEA IN MODERN
JAPAN AND THE WORLD

01 VENDING MACHINE CULTURE AND GREEN TEA TREND IN JAPAN



Japan loves its vending machines (known as jido-hanbaiki 自動販売機, or jihanki for short 自販機) and its green tea, so it's no wonder the combination of both is a hot trend across the country.

The Japan Vending Machine Manufacturers Association notes that there is roughly one vending machine for every 23 people; this means there are more vending machines per capita in Japan than in any other country. Surprisingly,

even Buddhist temples have vending machines that sell amulets.

Green tea, in its multitude of forms, is the most commonly sipped beverage in the country. Hot or cold, green tea fuels Japanese society in a number of ways, and one of the most popular means is through countless vending machines that stand like ready-to-serve sentinels throughout the country. In fact, vending machines that sell green tea, wheth-



er hot or cold, are located not only on nearly every street corner, but down alleyways, and in train stations. In too.

In a nation with an unquenchable thirst for green tea (ryokucha), the vending machine is a perfect partner for doling out Japan's most-consumed drink whether it's Sencha, Maccha/Matcha, Kukicha, or another iteration of green tea, it's a sure bet you will find your favorite combination at a vending machine regardless of whether you are visiting Tokyo, Osaka, or Sapporo.

However, if you are in the mood for hot green tea, keep in mind you are more likely to find it in vending machines during

the winter rather than the summer since the demand for hot tea changes according to the season.

The trend in readily available green tea from a myriad of vending machines all over Japan is a great fit for the country's busy society. It serves Japanese culture well because, as columnist Harrison Jacobs of Business Insider notes, it's common knowledge that Japan is famous for a hard-working society where jobs take up much of its time.

Thus, the need for a quick, green tea pick-me-up means taking only a few moments to feed a yen note into a machine, grabbing your tea, and heading off to



the next business meeting. This is preferable in Japan's busy society than lingering in a shop waiting for tea to be prepared.

Jacobs also mentions that Japanese culture is comfortable with automation and is usually on the cutting edge, developing evolved high-tech machines. This too fits with Japan's need for convenience and products – especially its craving for green tea.

such as Suica, Kitaca, Icooca, and Pasma, among others. When it comes to grabbing a bottle or a can of green tea from a vending machine, people in Japan have a large selection to choose from. Different green tea drinks include Genmaicha (green tea with brown rice),

Gyokuro, Hojicha (roasted green tea), Maccha (otherwise known as Matcha), Tencha, and Sencha, which is the most popular type of green tea in Japan. If there is a type of green tea that can be bottled or put into a can, you will find a machine that serves it.

Massive consumption of green tea from vending machines spans the country as 2.5 billion green tea containers are sold in Japan every year.

The Japan National Tourism Organization estimates those billions of containers means that Japan gulps down vending machine green tea to the tune of about 6.95 trillion yen annually, and most machines accommodate coins, bills, various yen notes, and IC cards, such as Suica, Kitaca,



JAPAN'S VENDING MACHINES NOT ONLY DELIVER GREEN TEA, BUT SAY "THANK YOU" IN JAPANESE

Vending machine culture, and the green tea trend in Japan show no sign of slowing down. In fact, you can probably expect automated machines to become more high tech and consumer-friendly in the future.

Not that they aren't already friendly to those who patronize them; after all, some jidohanbai-ki offer a spoken "thank

you" once your order has been delivered. Politeness is a characteristic in Japanese culture, and manners even extend to vending machines!

As Kontaku.com noted in an article, some jihanki (a shorter reference for vending machine) even update you on current events or the weather.

A HISTORY OF UNMANNED SELLERS

Part of Japan's history with jihanki has to do with the country's post-World War II rebuilding efforts. Throughout the 1940s, jihanki gave Japanese consumers quick, easy access to the food goods they needed throughout their day and kept operating costs low for food sellers.

A related tradition is the "unmanned seller," which describes fruit and vegetable stands, often in the Japanese countryside, at which customers pay and pick their produce without interacting with a vendor. Low operating costs for food vendors helped consumers get more value for their food money.



LOW CRIME RATE AND VENDING MACHINE

Japan's low crime rate is another factor in its vending machine culture. Unmanned sellers were, and still are, unlikely to be stolen from. Likewise, Japanese citizens are quite unlikely to vandalize or attempt to rob jihanki.

Jihanki continued to gain popularity in the 1960s when Japan's population expanded and its infrastructure grew. Access to vending machines became part of everyday life, and Japanese citizens became familiar and comfortable with jihanki, eventually growing to expect them.

Because the vending machines are generally kept in good working order and are rarely vandalized, consumers trust that the food, cigarettes, and drinks offered by the machines are safe to consume.

THE MANY DRINK MAKERS

In addition, Japan is also home to a large number of soft drink manufacturers. Jihanki serve as point-of-purchase advertising for beverage companies like Asahi, Calpis, Ito En, Kirin, Pokka Sapporo, and Suntory. Each company crafts its vending machine to be eye-catching, and to be branded with the company's unique visual language. Consumers just have to glance at the machine to know what



kind of drinks to expect.

However, unlike in the United States where vending machines are associated with unhealthy drinks full of sugar, artificial colors, excessive sodium, and empty calories, jihanki tend to serve healthy beverages. Japanese consumers often choose healthy drinks such as water, mineral water, plum juice, coffee, and unsweetened green tea over sugar-laden sodas and energy drinks; of course, U.S.-based brands such as Coca Cola, Dr. Pepper, Minute Maid, and Fanta do also take a share of the Japanese vending machine market.



GREEN TEA VENDING MACHINES

Some jihanki specialize in green tea; you can spot these by the tea theme of the machine, which might include the kanji character for “tea” written all over the outside of the vending machine.

Japanese tea beverages are served unsweetened, and without sugar or sugar substitutes with the exception of black teas which are available from jihanki with sugar and milk, the way black tea is often served in Europe.

2.5 billion green tea cans

are sold in Japan per year. Many brands, including Ooi Ocha (which translates into English as “Hey, tea”), opt to package their products in transparent plastic bottles that allow consumers to see the green color of the tea.

The labels of these bottles are often green themselves and depict leaves. This design makes the tea appear refreshing, but also makes many of the tea brands look almost identical.



Ito En, the maker of Ooi Ocha, was the Japanese company that first introduced bottled green tea in vending machines.

The traditional tea company introduced cans of sencha green tea in 1985 and followed up with bottled Ooi Ocha in 1989.

Ooi Ocha is the most popular bottled green tea in Japanese vending machines.

The Coca-Cola company's bottled green tea brand is called Ayataka, which earns the manufacturer over \$1 billion in sales per year.

Coca-Cola developed its green tea flavor in partnership with Kanbayashi Shunsho, a traditional tea maker based in Kyoto.



ABOUT THE AUTHOR



Kei Nishida, PMP is a writer, a Japanese Green Tea enthusiast, and the founder and CEO of JapaneseGreenTeaIn.com. With two books behind him and more on the way, this entertaining author brings his passion for Green Tea wherever he goes.

His earlier two books "[I Will Teach YOU How to be Healthy by Using Japanese Green Tea! Surprising Facts and Tips for How You can](#)

[Take Best Advantage of This Amazing Plant](#)" and "[Green Tea Mania : 250+ Green Tea Facts, Cooking and Brewing Tips & Trivia You \(Probably\) Didn't Know](#)" are available in print and Kindle Book on Amazon.

The book and his blog [Japanese Green Tea and Health](#) provides health related tips and research findings focusing on green tea and its health benefit in variety of ways.

Kei's love of Green Tea and passion for writing has helped make him a featured author on sites and Magazines such as Yoga Digest Magazine, Fresh Cup Magazine, T-Ching, Sexy Fit Vegan, and Woman's Daily Magazine.

His enthusiasm for health and tea pushed him to developing his company, JapaneseGreenTeaIn.com, where he brings the very best in Japanese Green Tea to customers all over the world.

Kei grew up in Japan and moved to USA at the age of 14, and now lives in Portland, Oregon. In his earlier career, he was Software Engineer at Hewlett Packard Inc. Kei takes advantage of being bi-lingual in Japanese and English, as well as his science background for his research and writing. Information you find in his books and blogs are a combination of the best content and research from Japan and all around the world.



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