

As the quintessential origin of Japanese green tea, the spirit of *sadou* (the tea ceremony) is an unbroken tradition that is still very much a part of Japanese green tea culture today. It calms the mind, emphasizes spiritual richness rather than material wealth, and is the key to enjoying interpersonal encounters and welcoming guests with gracious hospitality. Japanese green tea culture has a far more profound meaning than just quenching one's thirst.

Japanese green tea contains many nutrients said to be beneficial to the health of modern people, and in combination with Japanese cuisine, which is currently attracting worldwide attention, Japanese green tea can help you lead a healthy lifestyle.

Grown with great care in tea fields situated amongst the beautiful nature of Japan and developed using sophisticated technology, Japanese green tea has a subtle aroma and strong flavor that will relax and satisfy you.



For the very best flavor, correct storage is important

To maintain the quality of Japanese green tea, it must be stored where it cannot come into contact with moisture or sunlight, heat or aromas, and should be used quickly after opening. When storing, place in a non-transparent sealed container and store in a cool, dark location. When storing in the refrigerator, make sure it does not come into contact with the aromas of other foods.



おいしく飲むためには、保存方法も大切です。

お茶の品質維持には、湿気や光、熱、臭いにくれさせないことが大切です。開封後は、できるだけ早めに使い切るようにしてください。保存する場合は、透明ではない密封容器に入れ、暗く涼しい場所に置いてください。冷蔵庫に保存する場合は、他の食品の臭いが移らないように注意しましょう。

Japanese green tea is delicious with both sweet and savory foods



In Japan, green tea is used in a variety of foods including tea-buckwheat noodles, green tea-flavored dumplings, green tea sponge cake and green tea-flavored chocolate. In addition to tasting delicious, these foods are healthy as they contain the nutrients of green tea in whole form. Japanese green tea is also delicious used like a herb to flavor food, such as bread and cakes! Try adding Japanese green tea to your cooking.

スイーツに、料理に、食べてもおいしい日本茶。

日本には、緑茶を使った食べ物がいろいろあります。茶そば、茶だんご、抹茶カステラ、抹茶チョコレート…。おいしいうえに、お茶の成分がまるごと摂取できて健康的です。また、パンやケーキに練り込んだり、ハーブのように料理の風味づけとして使っても、とてもおいしい!ぜひお試しください。

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 **JAPANESE GREEN TEA**
High-quality Japanese green tea you can trust



Japanese green tea ——— the rich taste of Japanese culture

Characteristics of signature Japanese green teas

代表的な日本茶の特長

Sencha

This is the most commonly enjoyed variety of Japanese green tea in Japan. In general, *sencha* is green tinged with yellow and has a well-balanced combination of aroma, *umami* (flavor of the highest quality) and bitterness, providing you with a feeling of luxury that increases with the grade of green tea.



<煎茶>最もよく飲まれている日本茶。水色(すいしょく)は一般的に黄色みがかった緑色で、香り・うま味・苦味のバランスがよく、上級品ほど香りやうま味が上品に感じられます。



1

Be sure to use boiling water.
The water should be boiled for 3 to 5 minutes and then allowed to drop to the correct temperature.

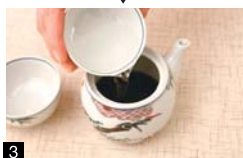
<湯は必ず沸騰したものを使う> 使うお湯は、沸騰状態を3~5分続けたものを必要な温度に下げて使しましょう。



2

1 Pour hot water into a Japanese teacup for each person so that it is 80% full and allow to cool. The ideal temperature for high quality *sencha* is about 158°F, while the ideal temperature for average quality *sencha* is about 176°F.

人数分の茶碗に湯を8分目ほど入れて冷ます。上級茶で70度、並級茶で80度ぐらいが最適。



3

2 Place the tea leaves in the *kyusu* teapot. Use 3/4 of a teaspoon (approx. 3g) per person.

茶葉を急須に入れる。1人分約3g(茶さじ1杯)。

3 Pour the cooled water into the *kyusu* teapot and steep. For high quality *sencha*, steep for 2 minutes; for average quality *sencha*, steep for 1 minute.

冷ました湯を急須に注ぎ、浸出するのを待つ。上級茶で2分、並級茶で1分。



4

4 Pour little by little between the teacups so that the color of the tea is evenly distributed, making sure you pour every last drop from the *kyusu* teapot.

濃さが均等になるように茶碗に少しずつ注ぎ分け、最後の一滴まで絞りきる。

● **Preparation tip!** The same tea leaves can be used twice. To prepare good Japanese green tea the second time the leaves are used, no water should be left in the *kyusu* teapot after pouring the first time round.

● **ワンポイントアドバイス!** 1回の茶葉で2度淹れることができます。2度目もおいしく淹れるためには、1度目の急須の中に湯を残さず、絞りきるのがポイントです。

Refresh with a chilled cup of Japanese green tea during the hotter months

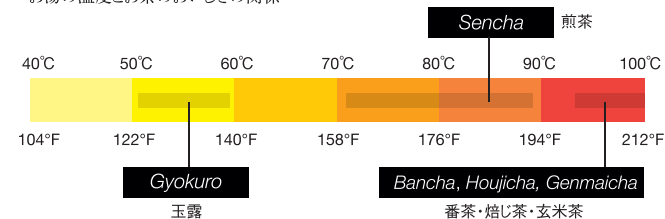
Japanese green tea is also delicious served cold. Use 1.5 times the normal amount of tea leaves to make a stronger tea then chill immediately with ice.

暑い季節は、冷たい日本茶で爽快に。

日本茶は冷たく冷やしてもおいしくいただけます。通常の1.5倍の茶葉を使って濃いめにお茶を煎れ、水で一気に冷やすのがポイントです。

The ideal water temperature for Japanese green tea

お湯の温度とお茶のおいしさの関係



If you do not own a *kyusu* teapot, you can still make delicious Japanese green tea using:

「急須」がなくても、おいしく淹れられます。



紅茶用ポットで

茶漉しで

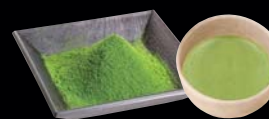
ペーパーフィルターで



Gyokuro (refined green tea)

The finest grade of Japanese green tea, *gyokuro* is sweet with a unique and mildly astringent aroma and mellow *umami*. The tea leaves are cultivated using a special method that involves shading the young tea leaves from direct sunlight for around 20 days after they first start to appear.

<玉露>日本茶の中の最高級茶で、湯みをおさえた独特の香りともろやかなうま味と甘味が特徴。新芽が出はじめた頃から20日間ほど直射日光を遮る独特の栽培方法で育てられた葉でつくられます。



Matcha

A fine powdered green tea commonly used in *sadou* (the tea ceremony), *matcha* has an elegant aroma and concentrated sweetness that make it a sheer pleasure to drink. Because the powder is dissolved in hot water, all of the tea's beneficial nutrients can be taken in.

<抹茶>茶道でおなじみの微粉末の緑茶です。上品な香りと濃厚な甘味がおいしく、湯に溶いて飲むため、茶に含まれている有用成分をすべて摂取することが可能です。



Bancha (whole leaf green tea)

A Japanese green tea made from mature leaves, the *umami* of *bancha* is more delicate than that of *sencha* and has a moderately astringent, fresh flavor. This tea is a common preference among the Japanese people as an everyday green tea.

<番茶>成長した茶葉などを原料とした日本茶です。煎茶と比べてうま味は少なめですが、ほどよい渋味とさっぱりとした飲み口が特長で、庶民のお茶として親しまれています。



Houjicha (roasted whole leaf green tea)

A fragrant and refreshing Japanese green tea made by roasting *sencha* or *bancha* over a high flame, *houjicha* is a warm brown color. As it has a somewhat mild flavor, it is popular with children and the elderly.

<焙じ茶>煎茶や番茶を強火で炒った、香ばしく、さっぱりとした味わいの日本茶。水色は美しい茶色。渋味や苦味が少なく、子どもや高齢者にも飲みやすいのが特徴です。

