

**DŌMATCHA**

AN ANCIENT JAPANESE GREEN TEA

“DISCOVER OUR FINEST MATCHA FROM KYOTO, JAPAN”

**DōMatcha® Bulk Information**

[www.domatcha.com](http://www.domatcha.com)





# The finest matcha from Kyoto, Japan

## **DōMatcha® – The Authentic Japanese Green Tea**

Dō (pronounced 'doh') is the Japanese symbol for "way" or "journey"  
DōMatcha® means "The Way of Powdered Tea" or the "Way of Matcha"

Discovering the Way of Matcha is a journey well worth taking,  
and a journey that brings people together in celebration of  
health and the simple beauty of life.

We invite you to share in our journey and discover DōMatcha®!



# History of Green Tea

Matcha was introduced in Japan as Ten-cha Ho (the method of drinking whisked matcha, Matcha-Ho ) by Zen priest Esai (or Eisai) in 1191.



**Legend** has it that the ancient Chinese emperor and inventor of Chinese medicine, Shennong, was the first to discover the pleasant flavour and medicinal properties of green tea. One day, as he was boiling water over a fire, a breeze swept a few leaves of a nearby tea bush into his kettle. Shennong not only enjoyed the newly invented beverage, but would also go on to study the health promoting properties of his accidental discovery. This legend reflects what has been part of Chinese culture for almost 5000 years: the notion that tea is so precious that it can only be of royal origin, promoting health in mind and body. Powdered tea emerged during the Song Dynasty (960-1279). Freshly picked tea leaves were steamed to preserve colour and freshness, then dried and ground into a fine powder called “tea mud.” The tea mud was placed in moulds, then pressed and left to harden. Later it was dried in the sun and then baked to prevent rotting. These “tea cakes” were easy to store and to transport. To make a cup of tea one would break off a little piece of the tea cake and then whisk the tea powder in a drinking bowl.



This way of processing and preparing tea was eventually abandoned in China. In the early 8th century, traveling Zen monks from Japan began to bring tea and tea seeds back with them and started growing tea plants in Japan. Soon the Japanese Zen priests began their own tradition of cultivating, processing, and preparing powdered green tea; thus matcha was born.

It was in the 11th century that Zen priest Esai (or Eisai) initiated the cultivation of tea in Japan.

His famous book about tea opens with the sentence, "tea is the ultimate mental and medical remedy and has the ability to make one's life more full and complete." In saying that, Esai was referring to matcha, later to become Japan's most treasured green tea and the only tea to be used in the traditional Japanese Tea Ceremony - (Sado). Sado in its modern form was developed by Zen monks over the course of the 15th century and became popular with the Samurai society, royalty, as well as Japan's upper class.

## Modern Age

Scientific and clinical studies of green tea have advanced in recent years, focusing on the tea's inherent health benefits. As awareness of green tea has grown, so has awareness of the health benefits of matcha, whereby one ingests the entire tea leaf rather than simply the brewed water.

Today, Japan only exports about 4% of its precious matcha. It is not only a highly treasured specialty green tea, but is also used frequently in Japanese cooking and baking, in health foods, and in western style beverage creations.

## East Meets West

# A Message from our Founder

**Andrews & George Co. Ltd.**, DōMatcha®'s parent company, had belonged to my great-grand father. Its long and prosperous history in Japan spanned four generations. In 1891, A&G became the first foreign trading company to establish a business in Tokyo, and imported the first automobile to Japan in 1902.

The journey of DōMatcha® began when I returned to Japan in search of a partner in my quest to bring part of the Japanese soul to North America. In traveling back to the country of my youth, I was following in the footsteps of my forbears and realized again that green tea has always been an integral part of Japanese heritage.

A&G's long-standing history gave me credibility with the Japanese companies which enabled me to eventually bring together a trio of well respected and influential Japanese partners for DōMatcha®. 16th generation Tea Master Mr. Kazunori Handa has turned out to be the cornerstone of the DōMatcha® line of matcha products. No matter whether the tea leaves are destined for organic matcha or conventional matcha, Mr. Handa creates a specific colour, texture

and taste experience for every matcha product. By partnering with one of the oldest and most established Kyoto based matcha suppliers in Japan, I was able to secure the knowledge and skill set that comes with a 350 year old award-winning Japanese tea producer.

To address the growing North American demand for organic tea and now matcha, I expanded my search to include a certified organic matcha supplier. Once again my forebear's trading history provided the necessary relations to bring into the fold one of Japan's leading tea wholesalers located in Uji, Kyoto, the magical place where matcha originated. They are also involved in every aspect of matcha production, raw materials, processing, blending and shipping. In fact, our wholesaler was the leading influence in Japan for regulating organic tea production.

Consumer and retail demand for matcha over the last few years has spurred a growing interest from food service companies, ingredient suppliers, supplement manufacturers, and many other commercial entities.



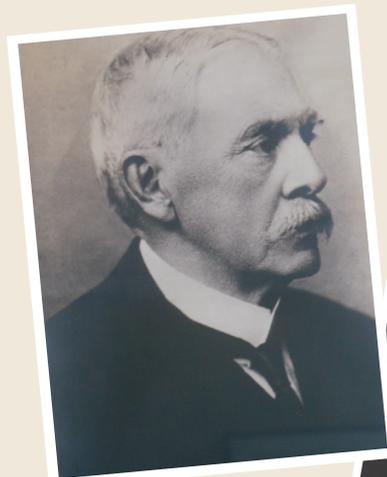
The retail success of DōMatcha® in North America, plus our commitment to superior quality and customer satisfaction, makes us well positioned to meet this industrial demand. Our commercial bulk DōMatcha® line of products gives all our customers greater options for their business needs.

DōMatcha® is a synergy of East and West. It was created to introduce the most authentic and highest quality matcha green tea to the North American market. As the global markets become one, DōMatcha® will be there to meet them.



A&G Tokyo office staff and Andrews family – 1930

John Harrison  
CEO and Owner



Mr. W. Andrews – Founder



Mr. George – Founder

# Why DōMatcha®?

## Quality

DōMatcha® products are cultivated, harvested and processed very carefully every step of the way keeping our matcha fresh and rich in flavour and nutrients.

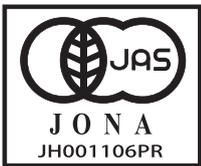
DōMatcha® green tea is shade-grown 2-4 weeks before harvesting. Only the unopened bud and the accompanying finest top leaves are chosen for DōMatcha®.

-  **Fresh and Full of Nutrients**  
The leaves are carefully steamed right after harvesting to prevent oxidation, then refrigerated in specially designed facilities to keep them fresh all year round.
-  **Smooth and Sweet Flavour**  
Rough fibers, such as stems and veins, are removed before grinding the leaves into matcha, allowing for a smooth and sweet flavour.
-  **Nutrient Protection**  
The maximum protection of nutrients is guaranteed because slow grinding of the leaves between traditional granite stones breaks the fiber naturally without overheating and burning the powder.
-  **Proper Packaging**  
DōMatcha® products are extremely well protected throughout the entire manufacturing and packaging process. Matcha loses colour, flavour, and nutrients easily by being exposed to light and air; thus proper packaging is key.
-  **Pure, Clean and Additive Free**  
All our non-organic matcha is tested by an independent lab. There is no detectable pesticide, herbicide or fungicide residue. Our organic matcha green tea is certified by JAS (Japan Agriculture Standard) and JONA (Japan Organic and Natural Foods Association), both of which follow stricter regulations and higher standards than North American certification associations.

**FDA Disclaimer:** These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure or prevent disease.



# History of Organic DōMatcha®



DōMatcha® is produced in Uji, Kyoto in Japan, where matcha originated over 800 years ago. Our wholesaler was a leader in the cultivation and production of the first ever JONA Certified Organic Matcha.



The history of our Organic DōMatcha® began in 1970, when one of Mr. Hotta's growers was determined to cultivate organic green tea. This endeavor was unprecedented and faced intense industry skepticism. They were able to overturn, however, the conventional wisdom of the Japanese green tea industry. Finally, in 1998 after twenty eight years, they received approval for the first ever JONA certified organic green tea.



Today, it is still difficult to produce organic matcha and only a very small percentage of Japan's matcha industry is given over to certified organic fields. The famous Uji Region where matcha originated is the most productive. Uji offers a very uniquely flavoured matcha due to the ideal tea producing weather and geographical conditions. The tea fields sit on gentle hills atop well drained soil in a climate of cool foggy mornings, warm sunshine, and cool foggy evenings, surrounded by an abundance of water and forest. Much of DōMatcha®'s organic matcha is cultivated here.



## Why Organic?

No chemical fertilizers, herbicides, or pesticides are used; natural fertilizers, chitin and chitosan, are used instead. The tea fields are surrounded by trees and bush to protect the fields from environmental contaminants. Each batch is tested for chemical and bacterial residue. Sensory testing, colour and tone testing, and nutritional ingredient analysis are also performed on every batch. DōMatcha®'s organic matcha adheres to the regulations of JAS/JONA/USDA and IFOAM. Need we say more?



JP-BIO-005  
Non-EU Agriculture

Forty years of commitment to bringing quality green tea and matcha to the marketplace is one of the main reasons we at Andrews and George Co., Ltd. can confidently offer Certified Organic Bulk Matcha to the North American market.

# Health Benefits and Science



## Potential Health Benefits of DōMatcha®

Drinking matcha can lead to many health benefits. With ultra-fine DōMatcha® green tea powder you ingest the entire tea leaf. As a comparison, the result of drinking one cup of matcha (about 2 grams of powder) is approximately 10 times more potent than one cup of regular brewed green tea.

### DōMatcha® 's Potential Health Benefits

- Nature's highest source of L-theanine
- Up to 137 times more EGCG than all other tea
- 10 times more potent than steeped green tea
- 6 times more amino acids than common black and green tea
- Bursting with chlorophyll
- Source of dietary fiber
- Offers vitamin C, selenium, chromium, zinc and magnesium
- Alkalizing rather than acidic

### Antioxidants (EGCG, Catechins, Polyphenols)

The interest in the health benefits of green tea have been increasing in recent years and many scientific studies have been reported (Page #10:Table TN-1). Most of these studies focus on green tea's high antioxidant properties and its role in eliminating free radicals. Free radicals destroy healthy tissue and play a large role in the development of degenerative diseases, such as cancer. Matcha has one of the highest ORAC (Oxygen Radical Absorbance Capacity) counts of all the superfoods presently known. ORAC is a method of measuring antioxidant capacity and matcha has been quoted to score 1384 TE/g. In the same test - acai berries scored (1027 TE/g) and blueberries scored (24 TE/g).

### Green Tea/Matcha Products

Food and beverage, nutritional supplements, cosmetics, and body care are only a few industries where the health benefits of green tea and matcha are now being explored.

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# Major Components of Green Tea and Its Possible Health Benefits

Table TN-1

Green Tea Components	Possible Health Benefits
Dietary Fiber (Insoluble)	Constipation
Protein (Gluten)	Nutrient
$\beta$ -carotene (Provitamin A)	Antioxidation / Immunity Enhancement
Vitamin E	Antioxidation / Nitrosamine formation inhibition / Immunity enhancement
Chlorophyll	Antiulcer / Dioxin absorption inhibition / Deodorant
Catechin	Antioxidation / Anti-ulcer / Antiinflammatory / Antiallergy / Hyperglycemic suppression / Dementia prevention / Antibacterial Anti-cavity / Antivirus / Intestinal flora improvement / Detoxification / Deodorization
Complex tannins (TNDs)	Antioxidation
Flavonols	Blood vessel walls strengthen / Antioxidation / Antiscorbutic / Deodorant
Caffeine	CNS excitability / Drowsiness prevention / Fatigue revival / Energy booster / Cardiotonic / Diuretic / Heat production / Metabolic stimulation
Polysaccharide complex	Cardiotonic / Diuretic / Metabolic stimulation
Vitamin C	Blood vessel walls strengthen / Antioxidation / Nitrosamine formation inhibition / Flu prevention / Antiallergy / Immunity improvement / Vision support
Vitamin B2	Perleche prevention / Antioxidation (Lipid peroxidation inhibition)
L-Theanin	Brain and nerve function regulation / Relaxation / Memory improvement / Liver function improvement
Saponins	Anti-asthma / Antibacterial / Anti-allergy
Aromatic and Flavour Components	Aromatherapy Effect
Dietary Fiber (Soluble)	Bile acid excretion promotion / Liver function improvement
Minerals (soluble)	Fluoride : anticaries / Zinc, Copper, Manganese, Selenium : Antioxidation

## Reference

\* *Tei Yamanishi, O-cha no Kagaku (Science of Tea), Shokabo Publishing Co., Ltd. (1992)*

\* *Chofu Nunome, Cha Kyo Syo Kai (Detailed Description of Tea Sutra), Tankosha Publishing Co., Ltd. (2001)*

\* *Yukihiko Hara, Green Tea Health Benefits and Applications, Taylor & Francis. (2001)*

\* *Shigeki Konishi edited., Nihon cha no miryoku wo motome te (Exploration of Japanese green tea attractiveness), Taigashobo Publishing Co., Ltd. (2005)*

\* *Keiichiro Muramatsu et al edited., Health Science of Tea, New Possibility for Physiological Function, Japan Scientific Societies Press, Co. Ltd. (2002)*

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# DōMatcha® Used for Sweets

## Comments from a Japanese Patisier



### Profile of Mr. Yamakawa

Mr. Yamakawa began his career as a chef in a first-class French restaurant at a prestigious golf club in 1966. He shifted to confectionary cooking at the Grand Prince Hotel Takanawa in 1972. In 1976, he moved to the Plaza Hotel Osaka and studied under Jyuichi Yasui who is known as one of the fathers of hotel bakeries and learned the philosophy of confectionery from him. Since then, he has held important posts as head chef at several leading confectionaries and hotels in Japan; Antenor, a confectionary in Kobe and Hotel Nikko Osaka, for example. Mr. Yamakawa brought Antenor to a top confectionery position in Japan using a unique strategy based on his original principle. After Antenor, he led many confectionaries and hotels to success with his skilful art and sense as a patissier. It has been said that a confectionary business supported by Yamakawa is always successful. In 2004, he opened his own confectionary, Patisserie Yamakawa in Uji, Kyoto.

**“The moment I put a pinch of the organic matcha offered by Mr. Katsutaro Hotta into my mouth, I knew that it was a new flavour of matcha I had never experienced before. This organic matcha had a dignified and full-bodied taste which made me imagine vitality and the grace of nature and the earth. While the matcha I have had before gave me vague, feeble impressions, though their tastes were not bad.” Mr. Yamakawa, Patisserie Yamakawa in Uji, Kyoto.**

“I wish to make delicious matcha sweets and pastries. With my desire like that, I had been looking for the perfect matcha to match my vision for a long time, but I had found none, despite trying many from various producers. Then, one day, my friend introduced me to DōMatcha® which had a dignified and full-bodied taste that other matcha I had tried so far never had. I immediately tried making cakes using this DōMatcha®. Finally, I realized success with the DōMatcha®’s rich flavour and taste which have sufficient presence and was able to produce exquisite harmony in my confections, keeping them a deep and natural green colour.

As a patissier, I have a firm belief that I wish not only to make delicious and lovely confections but also to use certified organic food materials to help move and leave an impression on those who eat my food.”



### Profile of Mr. Suzuki

Mr. Suzuki was born in Fukushima in 1955. His love of French culture and food spurred a desire to become a self-taught patissier. Inspired early by international chefs and other patissiers, he went to France to learn the spirit of the country when he was twenty-two years old. Once he had learned some of the finer secrets of Paris cooking and hospitality, he returned to Japan and worked at the Restaurant L'Osier run by Shiseido in Ginza, Tokyo. Every year following he visited France to continue his training under the cooperation of Mr. Jack Bolly, a recipient of Meilleur Ouvrier de France (M.O.F.), who was also the executive chef at the Restaurant L'Osier. Finally, after intensive training, he became an executive chef extending his career to several first-class hotels such as Hotel The Manhattan in Makuhari, The Westin Tokyo in Ebisu and Hotel Nikko Tokyo in Odaiba. His restaurant, Le Coeur Pur in Ogikubo, Tokyo opened in 2002. Mr. Suzuki also oversees four confectionery shops in Japan focusing on new ingredients and techniques.



Mr. Yoshio Suzuki, Chef Owner of Le Coeur Pur in Ogikubo, Tokyo in Japan, has joined our team as a chef specifically for DōMatcha® to develop new recipes, products and other matcha food applications. Mr. Suzuki has worked with various cuisines around the world. Because of this broad experience and his own commitment to quality, Mr. Suzuki recognized the high standards of DōMatcha® products and has gladly accepted the challenge of creating a variety of matcha food products using our organic bulk matcha.



Matcha Cake Stick



Matcha Baumkuchen



Matcha Chocolate

For more recipe ideas, check on website at <http://domatcha.com/recipes/>

# 3 Applications for DōMatcha® in Your Business

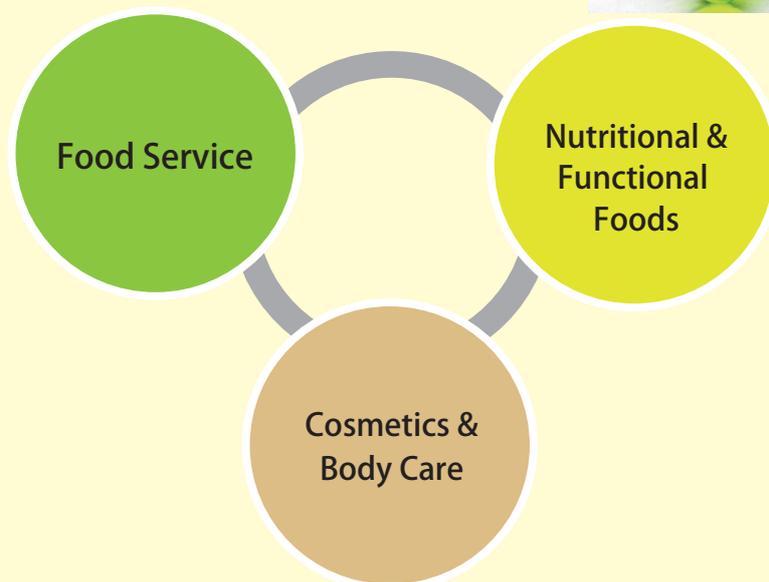
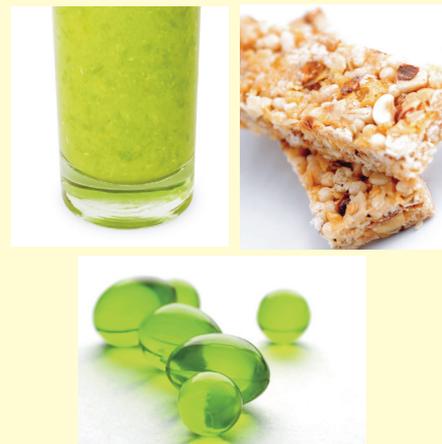
## Coffee/Tea Bars, Delis, and Restaurants

Traditional matcha (hot or iced) , lattes, frappes, smoothies, blended drinks, iced matcha lemonade, ice cream, frozen yogurt, muffins, cakes and cookies (See page #12 : "Comments from a Japanese Patisserie.")



## Matcha for Functional Food and Nutritional Supplements

Functional food powders, energy bars, weight loss, energy and performance drinks, RTD's, immune boosters, anti-aging, supplements, depression, and anxiety products



## Face & Body Care Products

Spa treatments, face creams and skin care, body and face scrubs, body lotion, massage oil, deodorant, toothpaste, skin detoxing products.



# DōMatcha® Bulk Product

## CONVENTIONAL BULK MATCHA

### Grade B DōMatcha® Premium

A mild grade matcha. Well balanced in taste, colour, and scent. This blend uses the leaves produced by one of Japan's oldest and most established tea producers based in Kagoshima and Uji, Kyoto.

**Recommended application:** Ideally suited for matcha beverages in the food service industry: specialty coffee and tea shops, delis, juice bars, restaurants, hotels. Matcha beverages could include, but are not limited to, lattes, frappes, blender drinks, iced lemonade and cocktails. (Available in 1kg / 2.2lb bag)

### Grade D DōMatcha® Regular

A slightly lower grade of matcha compared to our DōMatcha Premium. The taste is slightly bitter, but still one of the best tasting ingredient grade matchas on the market.

**Recommended application:** Best used for sweets, lattes, frappes, smoothies, muffins, and baked goods. (Available in 1kg / 2.2lb bag)

### DōMatcha® Frappe Mix

A mixture of matcha, organic cane sugar, and fruit pectin. Sweet tasting, bright green in colour. **Recommended application:** Best suited for sweet tasting beverages such as lattes, frappes and blender drinks. (Available in 1kg / 2.2lb bag)

## ORGANIC BULK MATCHA

### Grade A DōMatcha® Organic Gold

Rates highest for scent, colour, taste and L-theanine, offering a sweet, smooth flavour.

**Recommended application:** For use as a traditional matcha using hot or iced water, tea ceremonies, or for personal use. (Available in 1kg / 2.2lb bag)

### Grade C DōMatcha® Organic Silver

Rates second highest for scent, colour and taste, offering a full bodied flavour. Grade C brings out the sweetness in baked goods or sweets while sustaining the rich matcha taste. This matcha is recommended by world class chefs in high end restaurants, patissiers, as well as chocolatiers. **Recommended application:** Best used for cooking, flavouring, and visual appeal. Ideal for baked goods and sweets, terrines, soups, salad dressings, seasonings, jellies (made from agars or gelatins), tofus, herb salts, dressings and oils. (Available in 1kg / 2.2lb bag)



**Head Office**

Andrews & George Company Limited

125 W. 3rd Ave Vancouver, BC Canada V5Y 1E6

Ph: 1.778.945.1996

Email: [info@domatcha.com](mailto:info@domatcha.com)

[www.domatcha.com](http://www.domatcha.com)