

MATCHA



- Matcha is powdered very high-quality Japanese Green tea.
- It is commonly used in Japan's formal tea ceremony Cha-no-yo (shaa-no-yo), which literally means, "hot water for tea." Generally translated it is the fullest expression of "the way of tea" or Chado (sado), which involves a ritualized preparation, serving and drinking of green tea. Harmony, Respect, Purity and Tranquility are the four principles that guide the way of tea.
- Top grade Tencha is organically grown and when the new shoots have produced two or three leaves, the plants are covered with a black mesh fabric so they are partially shaded from the sun. This forces more chlorophyll into the tea leaves to produce the superior healthy benefits of Matcha Tea.
- The tea leaves are hand harvested, quality sorted and blended. The veins and stems are removed and the leaves are steamed and dried. Then the processed Tencha Tea is ground into a fine powder in a special granite stone mill.
- Matcha tea dissolves completely when mixed with liquid so that you consume the whole leaf for optimal health benefits of every part of the tea leaf.
- Benefits include:
 - immune systems boost and support
 - reduce cholesterol
 - control blood sugar
 - increase metabolism
 - strong anti-viral/anti-bacterial action
 - anti-inflammatory properties
 - all the health benefits associated with green tea X TEN!

• Matcha and Antioxidants

- Tea-catechins are among the most researched and scientifically discussed antioxidants. A vast number of publications have already been published on these ingredients with high antioxidant effect results. Analysis shows that Matcha contains higher antioxidant levels on a per gram basis compared to all natural fruits and vegetables known thus far. And ORAC test results prove that one gram of Ceremonial

Matcha green tea contains 1,384 ORAC units. When compared to other antioxidant rich fruits and vegetables as well as other leading superfoods, Ceremonial Matcha green tea clearly stands out above the rest.



- *ORAC stands for Oxygen Radical Absorption Capacity. This test method was developed by the USDA and Tufts University to assess the antioxidant potency of foods and beverages. Higher numbers contains more antioxidant affects to our body.

Comparison between AIYA Ceremonial Matcha and other popular antioxidant rich foods (on a per gram basis)



Source:
Journal of Agriculture and Food Chemistry, Lipophilic and Hydrophilic Antioxidant Capacities of Common Foods in the United States.



100% Benefit from the Leaf

Typically, Matcha is the only tea variety that is ground into fine powder form for a reason. When drinking Matcha or enjoying a food or beverage made from Matcha, you consume the entire tea leaf. This is the main difference between Matcha and all other tea. Normally black tea or other green teas are consumed via steeping the tea leaves infused with hot water. Steeped tea is only a single soluble extract of the tea leaves - the leaves stay in the tea pot and will be disposed afterwards. Only a small part of the health benefits of tea are water soluble. Depending on the tea variety



and preparation, only 10% - 20% of the healthy nutrients are consumed when drinking steeped tea.

Matcha and Green Tea bag Nutritional Comparison

	Green Tea Bag	Ceremonial Matcha	Comparison
Catechines	188.8mg	242mg	x1.3
L-Theanine(Amino Acid)	9mg	39mg	x4.3
Protein	3.35mg	578mg	x172.5
Total Fiber	less than 0.01g	0.662g	x66
Calcium	0.05mg	6.5mg	x130
Iron	less than 0.01mg	0.34mg	x34
Caffeine	31.8mg	68mg	x2.1
Potassium	0.45mg	42.3mg	x94
Vitamin C	0.1mg	3.2mg	x32

Comparing one serving of Tea Bag Sencha and Matcha
• 3g Sencha Tea bag with 240ml (8oz) hot water
• 2g Matcha with 3oz hot water

Source:
Standard Tables of Food Composition: Japan Forth and Fifth Revised and Expanded Edition
Aiya America Nutritional Analysis: Ceremonial Matcha
(Eco Pro research, Brunswick Lab, Covance Lab)

Matcha drinkers receive the full nutritional benefits of the whole tea leaf and will enjoy the high concentration of green tea antioxidants, amino acids, vitamins, minerals and fiber. Matcha is extremely rich in 3 very important nutrients that are of high interest for healthier lifestyle living: Insoluble Fibers, Antioxidants, and L-Theanines.

Natural Energy Boost Without The Crash - Matcha also contains high amounts of L-Theanines—a unique set of natural amino acids found almost exclusively in shade grown green tea such as Matcha and Gyokuro, and also known to reduce stress and anxiety — this unique property of L-theanines, when combined with tea caffeine, will slowly release in the body for sustained energy of 3 to 6 hours without any caffeine crash and other side effects.

This unique combination, which almost exclusively exists in Matcha, also heightens the concentration to help provide increased mental clarity and focus. With virtually zero calories, this makes Matcha the ultimate "energy drink"—without any of the side effects found in the highly sugared, over-caffeinated beverages sold in stores today.

Insoluble Fiber- 100% benefits from eating the whole leaf - Matcha is made by grinding the entire tea leaf into powder, all of those nutrients and benefits regular tea bags carry away stay right in the cup for the drinking. This ensures that Matcha drinkers consume a higher concentration of antioxidants, vitamins, minerals and fibers than other tea at once. One of the highlight nutrients which we can take from Matcha but not from steeped tea is Insoluble Fiber. One study shows that the effect of lowering blood sugar from Catechin (EGCG) is enhanced if we take both water-soluble and water-insoluble fiber together with Catechins. Drinking steeped tea will only benefit us with less than 10% of the entire nutrients from the tea leaf, but drinking Matcha gives us 100% of the nutrients. This means that one bowl of Matcha is equivalent to approx. 10 cups of regular green tea. Amazingly, there is no known fruit or vegetable in the world that provides more antioxidants than Matcha on a per gram basis. It is literally the healthiest drink nature has to offer, providing us with 100% natural energy.

The Way Of Health

Drinking Matcha can lead to many health benefits. With ultra-fine green tea powder you ingest the entire tea leaf - and Japan's finest tea leaves at that. The result is a beverage approximately 10 times more nutrient dense than regular brewed green tea.

Benefits of drinking Matcha ...

- ~ Raises your energy level for up to 4 hours
- ~ Creates a state of relaxed yet calm mental alertness
- ~ Boosts metabolism by up to 40% in regular consumers
- ~ Contains up to 139x more EGCG antioxidant than steeped green tea
- ~ Helps regulate healthy blood sugar levels
- ~ Supports healthy cholesterol levels within a normal range
- ~ Acts as a strong blood detoxifier and alkalizer
- ~ Supports healthy teeth and gums

L-Theanine (amino acid) L-Theanine is a unique amino acid found almost exclusively in the tea plant (*Camellia sinensis*) and is the primary amino acid component of green tea. The shading of the tea plants before harvest, increases the L-Theanine content, giving Matcha its characteristically pleasant and sweet flavor.

The effects of L-Theanine are truly amazing. It has the unique ability to stimulate the production of alpha waves in the brain: a state otherwise mostly achieved by meditation and characterized by a calm alertness and relaxed mental clarity. No wonder Zen monks appreciated a good cup of Matcha before their hours-long meditation sessions.

The relaxing effects of L-Theanine act antagonistically against the stimulatory effects of caffeine thus leading to an experience of calm alertness.

Clinical studies have also shown L-Theanine can reduce stress levels, lower blood pressure, improve memory and learning abilities, diminish PMS symptoms and have mild antioxidant activity.

Antioxidants (EGCG, Catechins, Polyphenols): Matcha contains up to 139 times more of the antioxidant EGCG than steeped green tea and has one of the highest ORAC (Oxygen Radical Absorbance Capacity) counts of all the 'super-foods' presently known to us. ORAC is a method of measuring antioxidant capacity and Matcha has been quoted to score 1384 TE/g, which is more than Açai berries (1027 TE/g) and far more than blueberries (24 TE/g). Antioxidants help the body to eliminate free radicals that destroy healthy tissue and play a large part in the development of degenerative diseases. But not only do antioxidants help your body fight these diseases, they also play an important role in maintaining a strong and healthy immune system.

Caffeine/Theine: All teas derived from the tea plant (*Camellia sinensis*) contain Caffeine, sometimes referred to as Theine. With one half teaspoon of Matcha (1 gram) you consume about 35 mg of caffeine, which is less than coffee (80-120mg).

Due to its unique combination of phyto-nutrients, the caffeine in Matcha is assimilated in a very different and much healthier way than caffeine from coffee. The caffeine in Matcha binds to the larger catechin molecules and is released into the bloodstream slowly over time as the catechins are broken down and assimilated. The results are a sustained energy for 3-4 hours. This mechanism also prevents the insulin and adrenalin spikes typical for coffee intake, so you never have to experience the 'after-low' that follows when the blood sugar drops.

Any potential negative effects from caffeine are also balanced by the relaxing and calming influence of the amino acid L-Theanine. The combined effect is a state of mental clarity, calm alertness and sustained energy.

Chlorophyll: The precious tea plants, which are reserved for the production of Matcha, are shaded from direct sunlight for 2-4 weeks before harvest. The result is a substantial increase in chlorophyll content. Chlorophyll has been known to act as a strong blood detoxifier and to help balance Ph levels. It is also known to have antioxidant and anti-bacterial properties.

MATCHA "recipes"

I say "recipes" because the only real recipe is to dissolve 1/2 a teaspoon of Matcha into any liquid you want and drink it... But here's what I'll be making for you today:

Traditional tea ceremony preparation - 1/2 tsp. Matcha whisked into 7 oz, 175° water

Water Shake – 1/2 tsp. Matcha shaken with ice water

Matcha juice shake - 8 oz any juice, (to demo today we're using Apple Juice) 2-3 ice cubes, 1/2 teaspoon Matcha and SHAKE

Almond Milk Matcha Latte - 8 oz Almond Milk, microwave (or heat) 90 seconds, whisk into 1/2 tsp Matcha, add sweetener of your choice and/or a sprinkle of cinnamon if desired

Matcha Green Smoothie - 1 c. Almond Milk (or whatever you like), 1 cup (packed) organic baby greens (spinach, kale, chard), 1 cup frozen (or fresh) berries, honey, 1/2 tsp Matcha, ice cubes, blend in blender on high until smooth. Great tasting nutritious, energy boost to start your day

Matcha Chai - 3 heaping teaspoons Tortoise Green tea Chai mix stirred into 8 oz, 195° water, blend smooth, pour over 1/2 tsp. Matcha, whisk vigorously to combine and froth for a little volume add a T. of cream for extra richness and serve