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AIYA'S Matcha Product Line

Aiya's core product is Matcha tea, the world's most premium and delicate green tea. Only a few companies in all of Japan have the skills to produce authentic Matcha tea. Aiya has been recognized as the industry leader and a pioneer in globalizing the market for Matcha in the highest of levels.

Aiya offers a variety of Matcha products ranging from the most premium grades, to Matcha for daily drinking and cooking grade for Matcha-flavored recipes.

AIYA'S Premium Tea Line

Premium Loose Leaf, Tea Bags

Although Aiya is known primarily as the world's #1 Matcha producer, our expertise extends beyond Matcha. We produce an extensive range of Japanese green tea, each meeting the same high quality standards as our Matcha.

Premium Organic Loose Leaf, Tea Bags

Each Aiya certified organic tea clears all international organic standards. These internationally certified Japanese teas, maintaining such standards, are one of the most rare teas, even within the Japanese market. Aiya is proud to introduce these exclusive teas now to the North American Market.



AIYA'S Matcha Accessories

Supported by the biggest Matcha company in the world and accredited by the major tea schools in Japan, Aiya offers the best in tea accessories, including Matcha bowls, whisks, tea scoops, and more.



PREMIUM JAPANESE
GREEN TEA SINCE 1888



WELCOME TO AIYA

PREMIUM JAPANESE GREEN TEA SINCE 1888

Aiya is the world's leading Matcha green tea producer, headquartered deep within the Aichi prefecture; Nishio city, Japan. Since 1888, Aiya has been the global leader in producing Matcha, the principal ingredient in virtually all natural green tea flavored products.

Aiya - Global Distribution Concentration



Aiya produces over one of every two natural green tea products sold worldwide

Matcha - The Mother of all Green Tea

Matcha is the oldest and most premium variety of green tea in Japan. For over 800 years, Zen Buddhist monks have been using Matcha green tea as a meditational drink. Only a few dozen tea farmers in all of Japan have the knowledge required to produce this exclusive tea.

Matcha tea leaves grow slowly in shaded tea plantations. The fresh leaves are primarily handpicked, dried and ground by low friction granite stone mills into an ultra fine, jade green powder, and finally whisked typically with a bamboo whisk producing a creamy velvet, full-bodied premium green tea.

**Based on Aiya's internal research*

MATCHA

Health Benefits

Typically, Matcha is the only tea variety that is ground into a 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 teas. Depending on tea variety and preparation, only 10% - 20% of the healthy nutrients are consumed when drinking steeped tea.

Matcha and Tea Bag Nutrition Comparison

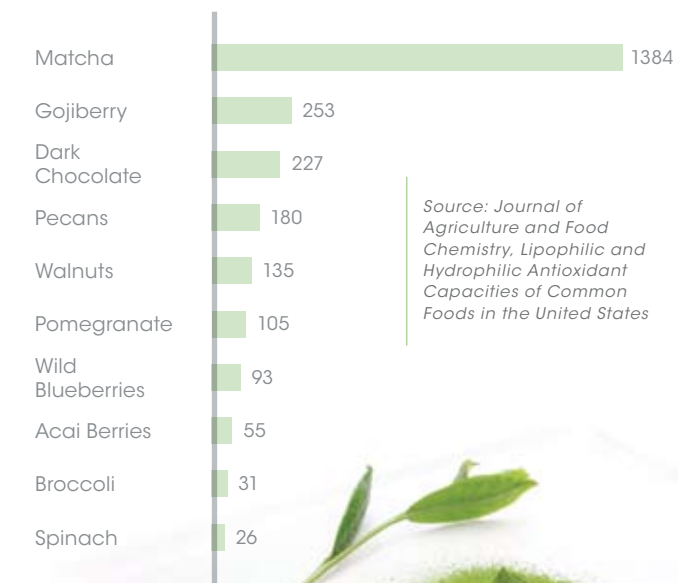
	Green Tea Bag	Matcha	Benefit
Catechins	188.8 mg	242 mg	x1.3
L-Theanine	9 mg	39 mg	x4.3
Protein	3.35 mg	578 mg	x172.5
Total Fiber	less than 0.01 g	0.662 g	x66
Calcium	0.05 mg	6.5 mg	x130
Iron	less than 0.01 mg	0.34 mg	x34
Caffeine	31.8 mg	68 mg	x2.1
Potassium	0.45 mg	42.3 mg	x94
Vitamin C	0.1 mg	3.2 mg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

Comparing Tea Bag Sencha with Matcha - One Serving

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



Gram per Gram Antioxidant Level Comparison



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

Antioxidants

Tea-catechins are among the most researched and scientifically discussed antioxidants. Matcha contains high antioxidants compared to all known natural fruits and vegetables. ORAC test results prove that one gram of Ceremonial Matcha Green Tea contains 1384 ORAC units. When compared to other antioxidant rich fruits and vegetables as well as other superfoods, traditional Ceremonial Matcha Green Tea is the leader.*

**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 contain more antioxidant effects on our body.*