

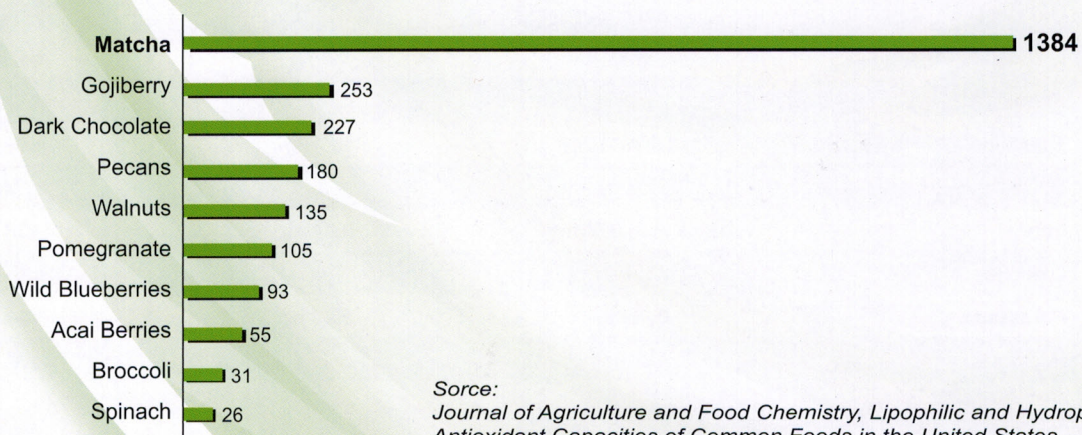
Matcha's Natural Energy Boost

Matcha also contains high amounts of L-theanine, a unique set of natural amino acids found almost exclusively in shade grown green tea such as Matcha and Gyokuro. This unique property of L-theanine combines with tea caffeine and causes our body to absorb it slowly and gives us a slow and stable 3 to 6 hour long energy boost without any caffeine crash and other side effects typical of caffeine. This unique combination which almost exclusively exists in Matcha helps provide increased mental clarity and energy. 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.

Antioxidant in Matcha

Matcha contains high amounts of antioxidants compared to all known natural fruits and vegetables thus far. Also, ORAC*¹ test results have proven 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 leading superfoods, Ceremonial Matcha green tea clearly stands out above the rest.

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.

*¹The Oxygen Radical Absorption Capacity (ORAC) test is a scientifically controlled set of experiments developed by the United States Department of Agriculture (USDA) and Tufts University, to assess the antioxidant potency of foods and beverages. The results of the ORAC test helps to standardize, quantify, and objectively compare different foods and beverages for their antioxidant potency.

WHAT IS MATCHA?

A culinary delight. A luxury of love. Nature's own energy drink. All of these things describe Matcha, but the truest answer is also the simplest. Matcha is the finest green tea in the world. Grown from specially shaded tree bushes, experts pick only the finest leaves from the tea bush, and after drying them, grind the entire leaf with special granite grinding wheels. This creates a fine, jade-green powder, which when whisked with water, creates a unique, beautiful and richly flavorful drink. The ingredient of Matcha which is called Tencha is mainly harvested in two major regions in Japan. One being in Nishio in Aichi prefecture where Aiya's manufacturing facilities are located, and also in the Uji, Kyoto region.

100% Benefit From the Leaf

Matcha is made by grinding the entire tea leaf into powder, all of those nutrients and benefits that regular tea bags carry away stay right in the cup for drinking. This ensures that Matcha drinkers consume a higher concentration of antioxidants, vitamins, minerals and fibers than other teas. In fact, more than 10 times more than other green teas. More amazingly, there is no other known fruit or vegetable in the world that provides more antioxidants than Matcha. Providing 100% natural energy, it is literally the healthiest drink nature has to offer.

Matcha and Green Tea bag Nutritional Comparison

	Green Tea Bag	Ceremonial Matcha	Comparison
Catechin	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 water hot water

Source:

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

Drinking steeped tea contains less than 10% of the entire nutrients from the tea leaf, but drinking Matcha gives us 100% of the nutrients. It means one bowl of Matcha is equivalent to approx. 10 cups of regular green tea.