



Why DōMatcha®?

History



DōMatcha® is 100% authentic Japanese, directly from Kagoshima and Uji, Kyoto where Matcha originated and where the most premium quality Matcha is produced. Our supplier is based in Uji, Kyoto and has been in the tea business for 300 years. Our brand is also supported by the famous Japanese tea master Mr. Kazunori Handa, whose family has been in the tea business for 400 years.

Quality

DōMatcha® is cultivated, harvested and processed very carefully every step of the way to keep it fresh and rich in flavour and nutrients, the Japanese way!

Only the top finest and youngest, shade-grown leaves are chosen to be hand-picked. Right after the harvest, DōMatcha® is carefully steamed to prevent the enzymes from oxidizing and then stored in specially designed facilities to keep it fresh all year round. Before grinding, all the rough fiber (stems and veins) is removed to reduce any bitter flavour. Some Matcha producers use not only lower grade leaves but also include stems and other rough fiber to get more volume and reduce costs.



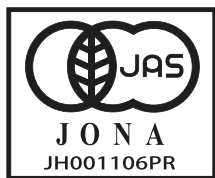
The slow grinding in the traditional granite grinding stones guarantees the maximum protection of nutrients as the stones break the fiber naturally without overheating and 'burning' the powder. Matcha that is produced outside of Japan is usually broken down by using hot air pressure which destroys the natural structure and overheats the green tea leaves resulting in a less fine, inconsistent powder with low nutritional value.

Since Matcha loses colour, flavour and nutrients easily by being exposed to light and air (oxidization), proper packaging is very important. DōMatcha® is extremely well protected in a sealed foil bag and a sealed tin.

Purity

The only way to really be sure about the quality of the Matcha is by asking for proof in the form of test results from an independent lab. An independent lab tests all our Matcha. There are never any detectable residual chemicals from pesticides. DōMatcha is pure, clean and additive free.

DōMatcha®'s organic Matcha adheres to the regulations of JAS/JONA. JONA (Japan Organic and Natural Foods Association) and JAS (Japan Agriculture Standard) follow stricter regulations and higher standards than the North American certification association. They require the use of only natural fertilizers and the chemical-free cultivation of the tea plants for at least 3 years prior to certification. Organic DōMatcha® is also certified by AB (Agriculture Biologique). Organic products carrying this logo must contain more than 95% organic components. Organic DōMatcha® is also certified by EU Agriculture, the governing body for the European community.



JP-BIO-005
Non-EU Agriculture



Conclusion

Treat yourself to the gift of DōMatcha®, our pure, clean, additive free powerhouse and make the ancient luxury of Matcha part of your daily ritual.



Discover DōMatcha® Your body and mind will thank you!

For more information on DōMatcha® product
please go to www.domatcha.com or contact us at info@domatcha.com