



TEE REINVENTED! **KISSA**

NOT ALL MATCHA IS THE SAME

IT'S THE QUALITY THAT MATTERS!



5 CRITERIA TO IDENTIFY REAL MATCHA



1

ORGANIC QUALITY: Everyone who drinks Matcha should pay special attention to the quality of the product, for when drinking Matcha, we consume the tea leaves entirely. This is the reason why we at KISSA Tea fill our tins with only the best quality! Our Japanese organic farmers deliver 100 % organic and 100 % natural KISSA Tea Matcha. Only the pure tea leaves from the top of the bush are slowly ground into finest Matcha in granite stone mills.

2

ORIGIN: Authentic Matcha always comes from Japan. KISSA Tea Matcha originates from the Kagoshima Prefecture on the island of Kyushu. Only the best Japanese organic tea farmers know the secret of producing this excellent powder.

3

SHADING: One of the special aspects of Matcha is the fact that the tea bushes are shaded before harvest. Up to four weeks before being harvested, the plants are covered with a net. They compensate for the lack of light with an intense production of chlorophyll and amino acids. This process results in the unique sweet flavour, the valuable ingredients and the characteristic emerald green colour of KISSA Matcha.

4

TENCHA – THE RAW MATERIAL MATCHA IS MADE OF: Finest tea grows on the shaded fields. The tea leaves are carefully picked and then immediately steamed by the tea farmer. By steaming, the fermentation process is stopped. Afterwards, the leaves are dried and the stems and leaf veins removed. What remains is the finest essence of tea leaves, also called tencha, which is the basis for real Matcha. Tencha may be translated as tea of heaven.

5

GROUND IN GRANITE STONE MILLS: Matcha is ground in granite stone mills in Japan. This is the traditional and at the same time the most gentle and best method to produce finest Matcha. Preserving colour, taste and aroma of the delicate tencha leaves is of highest importance. One granite stone mill grinds one 30 g tin of finest KISSA Matcha per hour.



HOW TO RECOGNISE GOOD QUALITY



SIGHT

Good Matcha can, among other things, be recognised by its colour. High-quality Matcha powder is of a bright emerald green colour. Unfortunately, if the colour tends to be more yellow or even brownish, the product is not of the best quality and the tea is probably not made of the pure fine tencha leaves.

The bright green colour is a result of the shading of the fields, which also stimulates the production of the valuable ingredients of Matcha. The richer the shade of green, the more amino acids, L-theanine and chlorophyll are contained in the Matcha product.

When making a cup of good quality Matcha with a bamboo whisk the traditional way, the tea will froth nicely and you can see a fine crema.

TOUCH

The quality of good Matcha can also be felt. The fine Matcha powder used for KISSA products can only be ground gently enough in granite stone mills. Industrially ground Matcha can often be recognised by a gritty feeling on the tongue. When opening a KISSA tin, the small amount of tea powder that emerges proves the fineness of the product.

SMELL

Good quality Matcha smells fresh, green, fine, sometimes a little grassy and of green tea. Matcha is free from added flavours, which guarantees its pure, fresh scent.

TASTE

Certainly most important is the taste. Anyone who has ever tasted an excellent against a bad quality knows that fake products can be recognised immediately. Good Matcha quality tastes delightfully green and floral. Matcha is especially known for its strong umami taste. It cannot be compared to classic, often flavoured tea. Fake Matcha tends to taste very dry, earthy and extremely bitter.





THE VARIOUS KISSA QUALITIES



Similar to wine, which may taste differently even when made of only one grape variety, there are also several factors that affect the production of different Matcha creations from the tea leaves.

MATCHA BASIC

TASTE: Pure and fresh in taste, Basic offers a bittersweet flavour, which is particularly appreciated by Matcha newbies and green tea lovers.

ACTIVE SUBSTANCES: This Matcha is especially rich in polyphenols, among which are different forms of catechins.

As a powder, it is a versatile ingredient in your kitchen: use it for cooking and baking, but also for creating smoothies, cocktails, shakes and the classic Matcha Latte. Matcha Basic is perfect for culinary use and can also be enjoyed in its pure form.

MATCHA BEAUTY

TASTE: The mildly sweet and fruity taste of this Matcha will delight tea aficionados as well as those who drink Matcha for the first time.

ACTIVE SUBSTANCES: This Matcha is especially rich in antioxidants. These protect the body from free radicals, which are constantly and naturally produced in the body and attack our cells. If free radicals exist in a higher concentration - caused by UV radiation, stress, air pollution - tissue damages noticeable by skin ageing may occur. By binding to free radicals, antioxidants inhibit the described process of oxidation and prevent premature skin ageing. Therefore, Matcha is a purely natural anti-aging product, which counteracts the formation of wrinkles and the effects of declining skin elasticity. One of our partners in the field of cosmetics uses Beauty as an ingredient for his skin creams. Furthermore, antioxidants boost the human immune system.



MATCHA FOCUS

TASTE: The finely toasted flavour of Focus is the latest Matcha trend from Japan, which is now available in Europe for the first time.

ACTIVE SUBSTANCES: The extra amount of amino acids such as L-theanine, together with caffeine, will give you an enduring boost of power and concentration that revives your spirit and calms your body. The effect of a heightened focus is caused by the stimulation of alpha brain waves. Unlike coffee, Matcha does not release the caffeine all at once but slowly. Therefore, its effect lasts longer and it is much better tolerated by the stomach than the caffeine contained in coffee. Amino acids such as L-theanine also block the stress hormone cortisol and may subsequently counter stress, high blood pressure and increased body tension.



YOU WILL
NEVER FORGET
YOUR FIRST
KISSA



Be inspired and follow us on     #kissatea

www.kissatea.com