



NEW  
YOU

# MATCHA MADNESS

If you haven't hopped on the matcha train yet, you'll be running out for a cup of green after reading this.

Matcha, a vibrant green tea powder that's been around for centuries in Japan, has made its way west to the U.S.—and it's making waves in our mugs. This nutritional powerhouse is made up of the entire green tea leaf, giving it a caffeine-punch more potent than regular green tea, and a wealth of nutrients and antioxidants, too. "Matcha is a lot like espresso for the tea world," says Kim Wiseman, head of customer engagement at DavidsTea ([davidstea.com](http://davidstea.com)). Matcha contains 34 milligrams of caffeine, equal to half an espresso shot and a third of a cup of coffee.

According to the founders of Panatea ([panateamatcha.com](http://panateamatcha.com)), David Mandelbaum and Jessica Lloyd: "There are no jitters or crash associated with matcha; only a smooth four to six hours of calm alertness and clean energy."

Matcha boasts many health boosts. "It's a great way to get the benefits of a cup of tea, faster and stronger," says Wiseman. While matcha may be an acquired taste due to its bitter flavor, there are many ways to jazz it up.

"Experiment with the quantity of matcha powder you use," recommends Wiseman. "You can also add a splash of milk and touch of sugar or agave." Matcha's also great as an addition to Rice Krispies, pancakes, ice cream, salads, and spreads.

Keep an eye out for flavored matcha, available in vanilla, mint, and mocha at DavidsTea. So how much matcha should you drink a day? Twice a day is Mandelbaum and Lloyd's limit (1 cup of matcha = 10 cups of green tea!). The duo recommends that when purchasing matcha to look out for color, quality, and label.

"The more vibrantly green the matcha is, the higher the chlorophyll and amino acid content." Also, make sure not to use boiling water because matcha is a delicate beverage and will burn if the water is too hot, warns Wiseman. Take this expert info and see why matcha is a good match for you.

## Benefits:

1. Boosts metabolism and promotes weight loss
2. Protects against heart disease and cancer
3. Controls blood sugar
4. Calms the mind
5. Relaxes the body
6. Rich in fiber, chlorophyll, and vitamins
7. Anti-ager
8. Lowers bad cholesterol
9. Energy booster



## Matcha Must Haves:

1. The Perfect Matcha Spoon (\$5, [davidstea.com](http://davidstea.com))
2. Panatea 2.0 Ceremonial Grade Matcha Green Tea Set (\$69, [panateamatcha.com](http://panateamatcha.com))
3. DavidsTea Matcha Maker (\$35, [davidstea.com](http://davidstea.com))
4. Teavana Perfectea Bamboo Matcha Whisk and Japanese Stoneware Matcha Bowl (\$13, \$30, [teavana.com](http://teavana.com))
5. Aiya Matcha To Go Sticks (\$19, [aiyamatcha.com](http://aiyamatcha.com))
6. DavidsTea Mint Matcha (\$8.50, [davidstea.com](http://davidstea.com))



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## Matcha Benefits

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- CALMS THE MIND
- RELAXES THE BODY
- ENERGY BOOSTER
- LOWERS BAD CHOLESTEROL



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