

FOR IMMEDIATE RELEASE

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**AIYA AMERICA MATCHA PRODUCTS NOW AVAILABLE AT
SELECT WHOLE FOODS MARKET® STORES**

TORRANCE, CA – Acquiring high quality Matcha products are now easier than ever! Aiya America, the world’s largest producer of premium Matcha green tea for 129 years, recently announced that an assortment of their Matcha products are now available at select Whole Foods Market stores, the world’s leading natural and organic foods grocery chain.

The Matcha products can be found in the tea section of over 100 Whole Foods Market locations in both the Midwest and Southern Pacific regions. The Midwest region, which includes stores in Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, and Wisconsin, carries Aiya’s Organic Ceremonial Matcha, Organic Cooking Grade Matcha, Matcha Zen Café Blend Sticks, and Matcha To Go Sticks. The Southern Pacific region, which includes stores in Southern California, Arizona, Southern Nevada, and Hawaii, carries Aiya’s Organic Ceremonial Matcha and Matcha Zen Café Blend Sticks.

“Our mission is to share the goodness of Matcha through global education of its tradition, history, and health benefits,” says Fumi Sugita, General Manager of Aiya America. “We are excited to have Whole Foods Market as a platform to spread that messaging to a greater audience.”

As part of the company’s launch strategy, Aiya representatives will be holding multiple educational demonstrations at Whole Foods Market locations in both regions. For more information about demo times and locations, visit www.aiya-america.com/download/pdf/Whole-Foods-Market-Spring-2017-Demo-Schedule.pdf.

From April 21 to May 5, shoppers can enter an Instagram contest sponsored by Aiya for a chance to win a grand prize tote bag filled with goodies, including their Organic Ceremonial Matcha, Matcha Zen Café Blend sticks, and a \$25 Whole Foods Market gift card! To enter, simply follow @aiyamatcha; then tag your favorite local Whole Foods Market store and two friends in the comment section of the respective post. Gain an extra 15 entries by posting a photo enjoying your favorite Aiya product using #aiyawfm and add your local Whole Foods Market store in the location. Four grand prize winners and eight runner-ups will be randomly selected on May 8. For the latest updates, follow @aiyamatcha on Instagram.

To find out more information about Aiya's Matcha products, please visit www.aiya-america.com.

About Aiya America

Aiya America is the U.S. branch of Aiya Co. Ltd., the world's leading producer of Matcha, Japan's most premium tea variety and a major ingredient for the food and beverage industry. Founded in 1888, Aiya is headquartered in Nishio city, Japan's largest Matcha producing region. Aiya grows and manufacturers the purest and highest quality Matcha and supplies it to over 90%, 70% and 45% of the European, North American and Japanese markets, respectively. Known for its innovation, consistent quality, and safety, Aiya's mission is to share the goodness of Matcha through global education of its tradition, history, and science for good spirit and health. More information is available at www.aiya-america.com.

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