

FOR IMMEDIATE RELEASE

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**AIYA AMERICA RECEIVES GLUTEN-FREE CERTIFICATION
FOR ITS PURE MATCHA PRODUCTS**

TORRANCE, CA – According to the National Foundation for Celiac Awareness, approximately one million Americans suffer from Celiac Disease and approximately 18 million have a gluten sensitivity. In recognition of this health concern, Aiya America, the world leader in harvesting and distributing premium quality tea, recently obtained gluten-free certification for all of its pure, naturally gluten-free Matcha products, so that tea lovers with gluten allergies and sensitivities can enjoy Aiya’s Matcha with added assurance. These include Premium, Ceremonial and Organic Ceremonial Grade Matcha. Aiya’s teas were certified by the Gluten-Free Certification Organization (GFCO; gfco.org).



The gluten-free diet has gained significant traction in North America over the past year, with an astonishing one-fifth¹ of the population actively trying to maintain a gluten-free diet. Matcha has also gained popularity, but many are unaware that it is naturally gluten-free. Aiya’s customers that follow a gluten-free diet can now enjoy matcha knowing that it does not contain gluten and is prepared in a certified gluten-free facility.

“The Gluten-Free Certification Organization holds the products it certifies to the strictest standards, assuring a quality assessment,” says Fumi Sugita, Aiya America’s General Manager. “Though Matcha is naturally gluten-free, this new certification means that people who suffer from Celiac Disease and have gluten sensitivities can now confidently enjoy all of our Matcha teas.”

Aiya’s Premium, Ceremonial, and Organic Ceremonial Grade Matcha are offered in 30g tins and 100g bags, and its Cooking Grade and Organic Cooking Grade Matcha in 100g bags. Premium

¹According to *The Active Times*/ theactivetimes.com

Matcha retails at \$48.00 for a 30g tin and \$128.00 for 100g bags. Organic Ceremonial Matcha retails at \$29.60 for a 30g tin and \$76.60 for a 100g bag. Ceremonial Matcha retails at \$24.80 for a 30g tin and \$56.60 for 100g bags. Cooking Grade and Organic Cooking Grade Matcha retail for \$19.80 and \$24.40, respectively. To purchase Matcha or to learn more about all of Aiya's product offerings, 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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