

FOR IMMEDIATE RELEASE

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**AIYA AMERICA RECEIVES NON-GMO CERTIFICATION
FOR ITS PURE MATCHA TEA PRODUCTS**

TORRANCE, CA – GMOs, or genetically modified organisms, have been a health concern among Americans for years, sparking a country wide debate on product labeling guidelines. In recognition of this concern, Aiya America, the world leader in harvesting and distributing premium quality tea, recently obtained non-GMO certification for all of its pure, naturally GMO-free Matcha products. These pure Matcha products include Premium, Ceremonial, Organic Ceremonial, Cooking and Organic Cooking Grade Matcha. Aiya's Matcha products were certified by the NonGMO Project (nongmoproject.org), a non-profit 501(c)3 organization with a mission to educate consumers and provide Non-GMO verification.

Aiya's goal is to ensure that consumers purchasing Aiya's products are able to enjoy them with the guarantee of a trusted, non-GMO certification. "Genetically modified food products pose serious risks to our health and to our environment," says Fumi Sugita, Aiya America's General Manager. "Although our Matcha teas do not contain any GMOs, we wanted to gain non-GMO certification to provide that extra assurance to consumers."



Aiya's high quality Matcha products are offered in 30g tins and 100g bags. Premium Matcha retails at \$48.00 for a 30g tin and \$128.00 for a 100g bag. 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 for a 100g bag. For more information about Aiya's Matchaproduct offerings or to purchase Matcha from Aiya, 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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