

New Product News

AIYA AMERICA LAUNCHES CONVENIENT MATCHA TO GO SINGLE SERVE STICKS

Packets Make Premium Green Tea Health Benefits Available in Convenient, Portable Form

With the U.S. popularity of Matcha green tea on the rise, Aiya America, the world leader in harvesting and distributing Matcha green tea, debuts its single-serve, portable Matcha tea. Matcha To Go single serving sticks blend ultra-fine Matcha powder with dietary fiber for a smooth, creamy, delicious and healthful beverage. It requires no sifting or whisking, which eliminates the clumping that may be associated with other Matcha tea producers. Simply pour Matcha To Go directly into a water bottle or thermos, shake and enjoy for either a hot or cold beverage.

“Aiya introduced the world to Matcha through its traditional Ceremonial tea and serving methods, which remains the hallmark of this rare and premium ingredient,” says Fumi Sugita, Aiya America’s General Manager. “Based on demand from North American customers, we are introducing this convenient, portable, nutrition packed version so that even more people can enjoy it on a daily basis, either at home or on the go.”

Matcha green tea is renowned for its potent health properties – it is extremely high in antioxidants, amino acids and other nutrients that also provide a natural energy boost. Unlike all other teas, Matcha is ground into a fine powder so that when drinking Matcha tea or a food or beverage made from it, the entire tea leaf is consumed. Other teas are steeped, and impart only 10-20 percent of the healthy nutrients, depending on the tea variety. Matcha’s fine powder allows for the tea’s non water-soluble benefits to be obtained, providing more antioxidants, amino acids, protein, calcium, Vitamin C and iron than a standard green tea bag.

One box of Matcha To Go contains 10 sticks and retails for \$18.80 per box. To purchase Matcha To Go and learn about the complete range of Aiya products available, visit <http://www.aiyamatcha.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 manufactures the purest and highest of quality Matcha Aiya 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.