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## **AIYA AMERICA RECEIVES FIRST PLACE DISTINCTION IN THREE CATEGORIES DURING THE NORTH AMERICAN TEA CHAMPIONSHIP**

### ***Tea Competition Awards Best Quality Hot Teas in a Variety of Categories***

Aiya America took first place in three categories during the bi-annual North American Tea Championship, including the distinction as best overall Matcha in the competition. Aiya's winning teas included the **Premium Matcha** in the matcha category, **Premium Gyokuro** in the steamed green tea category, and **Matcha infused Genmaicha** in the blended green tea category.

The competition, held at The Beverage Group headquarters, a division of F+W in Las Vegas, NV, is an independent competition that distinguishes both high quality and best tasting teas that are currently commercially available in the North American market. Over 250 entries compete amongst the various categories and submissions are evaluated via blind and organoleptic analysis. Each tea is judged on a 100-point scale in the categories of dry leaf, brewed flavor, brewed color, brewed aroma, brewed mouth feel and brewed harmony.

"This competition provides a benchmark for Aiya to see how our teas compare to other teas available on the market today", says Fumi Sugita, Aiya America's General Manager. "Aiya strives for excellence and this reaffirms that we are successfully supplying nothing but premium quality tea to the North American consumer."

Aiya's premium Matcha is amongst the highest quality Matcha found on the market today with its smooth yet slightly sweet taste with a hint of umami and can be purchased for \$49.80 per 30 gram tin. Aiya's Premium Gyokuro is a sweet tea with buttery notes and the 80 gram tin is sold for \$32.00. The Matcha Infused Genmaicha is characterized as a light tea that contains popped brown rice to provide a nutty aroma and sells for \$17.99 per 85 gram tin.

To purchase Aiya's award winning teas and learn more about their other range of products 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](http://www.Aiya-America.com).