



ALL ABOUT
GREEN TEA



TYPES OF JAPANESE GREEN TEA



SENCHA (GREEN TEA)

is made by steaming raw leaves to stop fermentation, which gives it a bright green color and a refreshing taste.



MATCHA (POWDERED GREEN TEA)

is a finely ground powdered green tea. Currently, matcha is not only consumed in the Japanese tea ceremony, but is also used in sweets and foods.



GENMAICHA (GREEN TEA WITH ROASTED RICE)

"Genmai" means brown rice in English, and Genmaicha is made from roasted rice and green tea. You can enjoy the combination of the savoriness of roasted brown rice and the refreshing flavor of Green tea.



HOJICHA (ROASTED GREEN TEA)

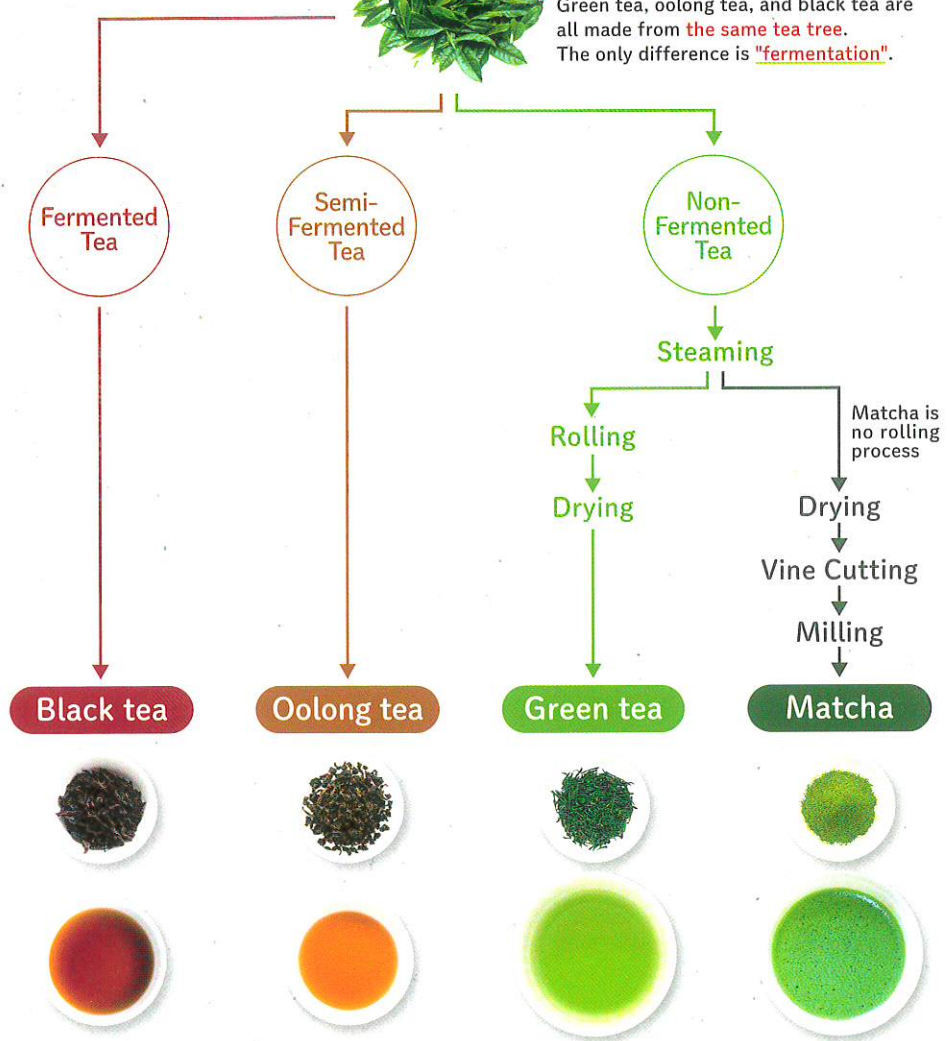
is carefully roasted at high temperature. This roasting process generates a toasty aroma, and smoky taste.

DIFFERENCE IN TEAS



CAMELLIA SINENSIS

Green tea, oolong tea, and black tea are all made from the same tea tree. The only difference is "fermentation".



MAJOR COMPONENTS AND HEALTH BENEFITS OF JAPANESE GREEN TEA



CATECHINS (Astringency component in tea)

Decreases Blood
Cholesterol

Body Fat Reduction

Cancer Prevention
Effect

Antioxidant

Tooth Decay Prevention,
Antibacterial Effect

Anti-influenza
Effect

Inhibits High Blood
Pressure

Anti-hyperglycemic
Effect

Bad Breath Prevention
(Deodorizing Effect)



CAFFEINE (Bitterness component in tea)

Increases Alertness
(Decreases Tiredness
and Drowsiness)

Increases Stamina

Hangover Prevention

Mild Diuretic

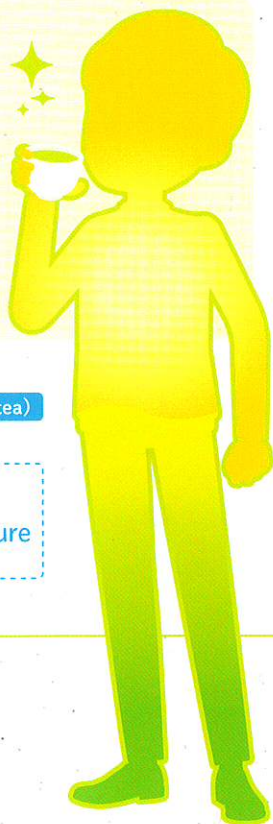


THEANINE (Full-bodied flavor component in tea)

Neuronal Cell
Protection

Relaxation Effect
(Promotes α Wave
Production)

Lowering of
Blood Pressure



ABOUT US

<https://www.itoen-global.com>