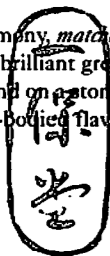


# 抹茶

## MATCHA

Gift by Nature, Rich in Tradition

In traditional Japanese tea ceremony, *matcha* is prepared with a sweet aroma and a brilliant green color. The tea leaves are finely ground on a stone mill, and the resulting powder is whisked into tea to give a rich, full-bodied flavor.



### Preparing Matcha

Matcha can be prepared as a thick *koicha*, or as a thinner *usucha*. The quantities below are for *usucha* (ousu), the standard preparation.

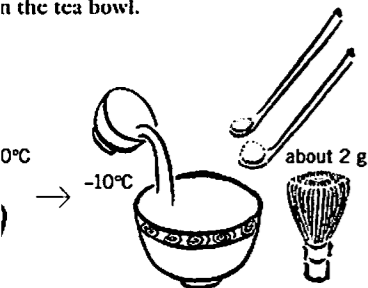
#### Preparing Matcha:

Tea powder (1-1/2 heaping tea ladles (about 2 g))

Hot water: About 60 ml (1/3 of a tea bowl)

Temperature of Hot Water: About 80°C

1. Put the *matcha* powder into a tea bowl.  
2. Pour hot water over the *matcha* powder.  
3. In a circular and forth stroking motion, whisk the tea until it is smooth.  
4. Gently pour the tea into a teacup first.



1. Pour hot water into a teacup first.

The finely ground *matcha* powder do not actually settle in the hot water during steeping. They become suspended in the hot water during steeping. Enjoy the *matcha* before the particles settle to the bottom of the tea bowl.



# 玉露

## GYOKURO

A Luxurious Tea with a Mellow Sweetness

Smooth and elegant, *gyokuro* has a characteristic mellow sweetness that softly lingers on the palate. The richness of this shade-cultivated tea is best appreciated when you sip it slowly and savor it on your tongue, much like you would a fine brandy. When infused in cold water, *gyokuro* becomes a refreshing summertime drink.

### How to Prepare Gyokuro

(One Serving = 3 teacups)

**Quantity of Tea Leaves:** 2 heaping tablespoons (about 10 g)

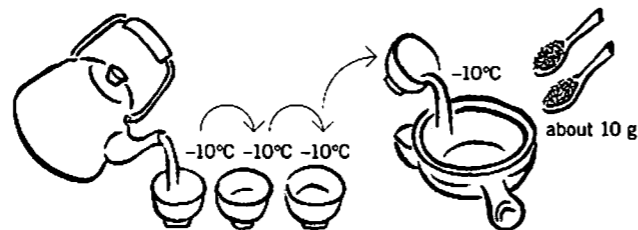
**Quantity of Hot Water:** About 80 ml (1 full teacup) (to be divided into 3 teacups of *gyokuro*, each about 1/3 full)

**Temperature of Hot Water:** About 60°C

**Tip:** To cool boiling water to 60°C, you can use the teacup transfer method (see illustration). First, prepare 3 empty teacups. Pour boiling water into the 1st cup. Transfer the water from the 1st cup to the 2nd, then from the 2nd to the 3rd, and finally from the 3rd cup to the teapot.

#### Brewing Method:

1. Put the *gyokuro* leaves into the teapot.
2. Pour the hot water over the leaves.
3. Let the leaves steep for about 1-1/2 minutes.
4. Gently pour the *gyokuro* into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add 60°C water to the teapot, and serve.

# 煎茶

## SENCHA

A Harmonious Blend of Sweetness, Sharpness and Fragrance

Characterized by its subtle sweetness, refreshing sharpness and elegant fragrance, *sencha* is the quintessential everyday Japanese green tea. It can be enjoyed on any occasion, by itself or as part of a meal. And it becomes a refreshing summertime drink when infused in cold water.

### How to Prepare Sencha

(One Serving = 3 teacups)

**Quantity of Tea Leaves:** 2 heaping tablespoons (about 10 g)

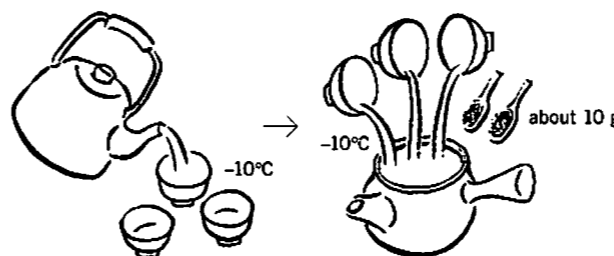
**Quantity of Hot Water:** About 210 ml (equivalent to 3 teacups, each about 80% full)

**Temperature of Hot Water:** About 80°C

**Tip:** To attain a temperature of 80°C, you can pour boiling water into an empty teacup, and then transfer the water from the teacup to the teapot (see illustration).

#### Brewing Method:

1. Put the *sencha* leaves into the teapot.
2. Pour the hot water over the leaves.
3. Let the leaves steep for about 1 minute.
4. Gently pour the *sencha* into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add 80°C water to the teapot, and serve.



# 番茶類

## BANCHA

Refreshing Teas for Everyday Enjoyment



At Ippodo, the coarse-leaf teas – *yanagi*, *hojicha*, and *genmaicha* – are collectively known as *bancha*. These are casual everyday teas that are easy to prepare and refreshing to drink. Each tea has a distinct flavor and aroma.

**Yanagi:** a coarse-leaf tea that is sharp and fragrant

**Hojicha:** a dark roasted *yanagi* with a rich aroma

**Genmaicha:** a savory blend of *yanagi* and roasted rice

These teas can be enjoyed anytime, alone or as part of a meal.

### How to Prepare Bancha

(One Serving = 3 teacups)

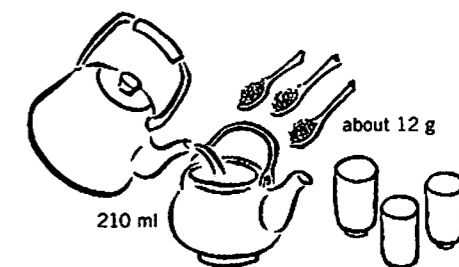
**Quantity of Tea Leaves:** 3 heaping tablespoons (about 12 g)

**Quantity of Hot Water:** About 210 ml

**Temperature of Hot Water:** Use boiling water.

#### Brewing Method:

1. Put the tea leaves into the teapot.
2. Pour boiling water over the leaves.
3. Let the leaves steep for about 30 seconds.
4. Gently pour the tea into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add boiling water to the teapot, and serve.

## The Secret to Making Delicious Tea

There are 3 key elements to brewing tea: tea leaves, water and time. The secret to making delicious Japanese green tea is using enough tea leaves, ensuring that the water is the right temperature, and pouring the tea soon after the leaves have unraveled inside the teapot. The essence of the tea's flavor is contained in the last few drops, so it is important not to leave any tea in the teapot.

### Making a Pot of Cold Tea (*Gyokuro / Sencha*)

Depending on the weather, you may prefer to drink your tea cold. To make cold tea, infuse the tea leaves in cold water instead of hot water. Use the same amount of tea leaves, but wait longer for the leaves to unravel inside the teapot. We recommend about 15 minutes for the 1st pot, 7 minutes for the 2nd pot, and 3 minutes for the 3rd pot.

### Making a Batch of Cold *Hojicha*

Because *hojicha* is a roasted tea, it should be infused in hot water to bring out its full flavor and aroma.

1. Heat a teakettle of water (about 2 liters) until it boils, then turn off the heat.
2. Add about 2 handfuls (about 20 grams) of tea leaves, and wait 12 to 15 minutes.
3. Transfer the tea to a pitcher or other container, using a sieve to filter out the leaves.
4. Store it in the refrigerator, and serve chilled.

### How to Store your Tea

Tea is sensitive to fluctuations in temperature and humidity. It also tends to absorb nearby odors. In order to enjoy the original flavor and aroma, please store the tea in an airtight container at room temperature, and consume it within 2 weeks of opening the package (sooner if in a hot or humid environment).

Note: Long-term storage is not recommended, but if it is necessary, divide the tea into several airtight packets, and store in the freezer. Do not return a packet to the freezer once it has been removed.

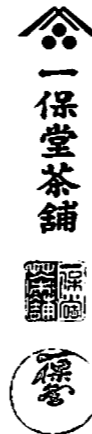
### The "Best Before" Date

The "Best Before" date displayed on our products refers to how long the tea will stay fresh in an unopened package. It can still be used after the "Best Before" date, but it will gradually lose its original flavor over time.



**IPPODO TEA CO.**  
Specializing in Fine Japanese Tea since 1846

Teramachi-dori Nijo, Nakagyo-ku, Kyoto 604-0915, Japan  
tel: +81 75 211 3421 fax: +81 75 241 0153  
www.ippodo-tea.co.jp



There is something indescribably special about Japanese teas. The sweetness of the fragrance of *sencha*, the richness and the aroma of *hojicha* are all quite delightful. Knowing about these wonderful natural flavors, you will desire to share that experience with your friends all over the world. The way you brew the tea greatly influences its final taste, so please take a little time to learn the tips for making and enjoying tea at its best.

The information given in this pamphlet is a general guideline for extracting the most natural flavor from your tea. After gaining a little brewing experience, you will be able to make the perfect pot of tea to suit your taste, and please enjoy it for the sake of your guests.

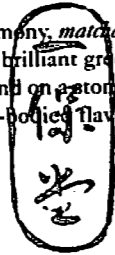
Note: To enjoy the authentic taste of Japanese green tea in your home country, we recommend the use of soft water (low mineral content).

# 抹茶

## MATCHA

Blessed by Nature, Rich in Tradition

The tea of the traditional Japanese tea ceremony, *matcha* is blessed by nature with a sweet aroma and a brilliant green color. The shade-cultivated leaves are finely ground on a stone mill, and ingested with the tea to give a rich, full-bodied flavor. Best served with sweets.



### How to Prepare Matcha

(One Serving = 1 bowl)

*Matcha* can be prepared as a thick *koicha*, or as a thinner *usucha* (also called *ousu*). The quantities below are for *usucha* (*ousu*), the more common of the two.

#### Tea Utensils for Preparing Matcha:

Bamboo tea whisk (*chasen*), *matcha* tea bowl (*matcha-chawan*), tea ladle (*chashaku*)

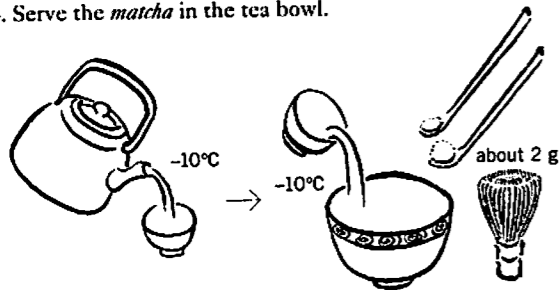
**Quantity of Matcha Powder:** 1-1/2 heaping tea ladles (about 2 g)

**Quantity of Hot Water:** About 60 ml (1/3 of a tea bowl)

**Temperature of Hot Water:** About 80°C

#### Brewing Method:

1. Put the *matcha* powder into a tea bowl.
2. Gently pour the hot water over the *matcha* powder.
3. Using a quick back and forth stroking motion, whisk the mixture until it is smooth.
4. Serve the *matcha* in the tea bowl.



Cool the boiling water by pouring it into a teacup first.

**Tip:** The particles of the finely ground *matcha* powder do not actually dissolve; rather, they become suspended in the hot water during whisking. Please enjoy the *matcha* before the particles settle to the bottom of the tea bowl.



# 玉露

## GYOKURO

A Luxurious Tea with a Mellow Sweetness

Smooth and elegant, *gyokuro* has a characteristic mellow sweetness that softly lingers on the palate. The richness of this shade-cultivated tea is best appreciated when you sip it slowly and savor it on your tongue, much like you would a fine brandy. When infused in cold water, *gyokuro* becomes a refreshing summertime drink.

### How to Prepare Gyokuro

(One Serving = 3 teacups)

**Quantity of Tea Leaves:** 2 heaping tablespoons (about 10 g)

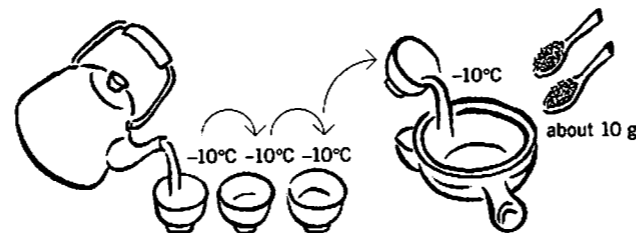
**Quantity of Hot Water:** About 80 ml (1 full teacup) (to be divided into 3 teacups of *gyokuro*, each about 1/3 full)

**Temperature of Hot Water:** About 60°C

**Tip:** To cool boiling water to 60°C, you can use the teacup transfer method (see illustration). First, prepare 3 empty teacups. Pour boiling water into the 1st cup. Transfer the water from the 1st cup to the 2nd, then from the 2nd to the 3rd, and finally from the 3rd cup to the teapot.

#### Brewing Method:

1. Put the *gyokuro* leaves into the teapot.
2. Pour the hot water over the leaves.
3. Let the leaves steep for about 1-1/2 minutes.
4. Gently pour the *gyokuro* into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add 60°C water to the teapot, and serve.

# 煎茶

## SENCHA

A Harmonious Blend of Sweetness, Sharpness and Fragrance

Characterized by its subtle sweetness, refreshing sharpness and elegant fragrance, *sencha* is the quintessential everyday Japanese green tea. It can be enjoyed on any occasion, by itself or as part of a meal. And it becomes a refreshing summertime drink when infused in cold water.

### How to Prepare Sencha

(One Serving = 3 teacups)

**Quantity of Tea Leaves:** 2 heaping tablespoons (about 10 g)

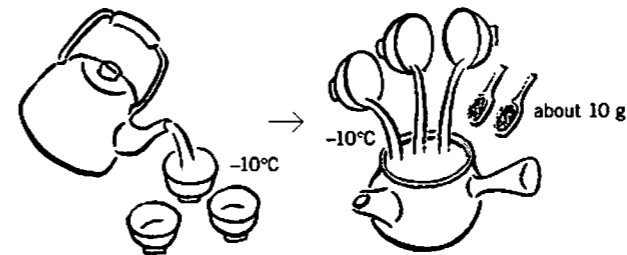
**Quantity of Hot Water:** About 210 ml (equivalent to 3 teacups, each about 80% full)

**Temperature of Hot Water:** About 80°C

**Tip:** To attain a temperature of 80°C, you can pour boiling water into an empty teacup, and then transfer the water from the teacup to the teapot (see illustration).

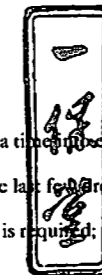
#### Brewing Method:

1. Put the *sencha* leaves into the teapot.
2. Pour the hot water over the leaves.
3. Let the leaves steep for about 1 minute.
4. Gently pour the *sencha* into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add 80°C water to the teapot, and serve.



# 番茶類

## BANCHA

Refreshing Teas for Everyday Enjoyment

At Ippodo, the coarse-leaf teas – *yanagi*, *hojicha* are collectively known as *bancha*. These are coarse teas that are easy to prepare and refreshing to drink. They have a distinct flavor and aroma.

**Yanagi:** a coarse-leaf tea that is sharp and fragrant.  
**Hojicha:** a dark roasted *yanagi* with a rich aroma.  
**Genmaicha:** a savory blend of *yanagi* and roasted rice.

These teas can be enjoyed anytime, alone or as part of a meal.

### How to Prepare Bancha

(One Serving = 3 teacups)

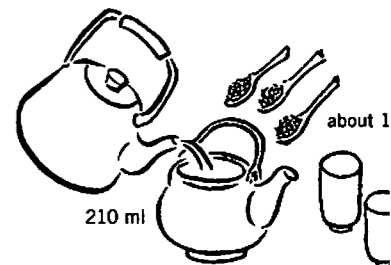
**Quantity of Tea Leaves:** 3 heaping tablespoons

**Quantity of Hot Water:** About 210 ml

**Temperature of Hot Water:** Use boiling water

#### Brewing Method:

1. Put the tea leaves into the teapot.
2. Pour boiling water over the leaves.
3. Let the leaves steep for about 30 seconds.
4. Gently pour the tea into 3 teacups, and serve.



#### Some Brewing Tips:

- To ensure an even strength, pour the tea a little at a time into each of the teacups, in turn.
- As the essence of the tea's flavor is contained in the last few drops, it is important not to leave any tea in the teapot.
- When brewing a 2nd or 3rd pot of tea, no steeping is required; just add boiling water to the teapot, and serve.

## Tip to Making Delicious Tea

Key elements to brewing tea: tea leaves, water temperature, and the secret to making delicious Japanese green tea is the timing of tea leaves, ensuring that the water is the right temperature, and pouring the tea soon after the leaves are brewed inside the teapot. The essence of the tea's flavor is released in the last few drops, so it is important not to pour the tea out in the teapot.

### Tip of Cold Tea (*Gyokuro / Sencha*)

When the weather is hot, you may prefer to drink your tea cold. To make cold tea, infuse the tea leaves in cold water. Use the same amount of tea leaves, but steep for 15 minutes for the 1st pot, 7 minutes for the 2nd pot, and 3 minutes for the 3rd pot.

### Tip of Cold *Hojicha*

*Hojicha* is a roasted tea, it should be infused in cold water to bring out its full flavor and aroma. Use a large amount of water (about 2 liters) until it boils, then cool it to room temperature. Use 1 handfull (about 20 grams) of tea leaves, steep for 15 minutes. Pour the tea into a pitcher or other container, using a strainer to remove the leaves. Refrigerate in the refrigerator, and serve chilled.

### Storage of your Tea

Due to fluctuations in temperature and humidity, tea can absorb nearby odors. In order to enjoy the full flavor and aroma, please store the tea in an airtight container at room temperature, and consume it within 2 weeks of the purchase date (sooner if in a hot or humid environment). Long-term storage is not recommended, but if it is necessary, divide the tea into several airtight packets, and store in the freezer. Do not return a packet to the original container once it has been removed.

### Best Before Date

The "Best Before" date displayed on our products refers to the date when the tea will stay fresh in an unopened package. It is not a "use by" date. After the "Best Before" date, but it will still retain its original flavor over time.



IPPODO TEA CO.

Specializing in Fine Japanese Tea since 1846

Teramachi-dori Nijo, Nakagyo-ku, Kyoto 604-0915, Japan

tel: +81 75 211 3421 fax: +81 75 241 0153

www.ippodo-tea.co.jp



一保堂茶舗



There is something indescribably special about Japanese teas. The sweetness of *gyokuro*, the fragrance of *sencha*, the richness of *matcha*, and the aroma of *hojicha* are all quite distinctive. Knowing about these wonderful natural flavors creates a desire to share that experience with your friends around the world. The way you brew the tea greatly impacts the final taste, so please take a little time to learn the techniques for making and enjoying tea at its best.

The information given in this pamphlet is a general guideline for extracting the most natural flavor of each tea. After gaining a little brewing experience, you will be able to make the perfect pot of tea to suit your taste, and the tastes of your guests.

Note: To enjoy the authentic taste of Japanese green tea in your home country, we recommend the use of soft water (low mineral content).