



Firsd Tea North America

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Chinese Matcha

Product Description

Firsd Tea's matcha is a finely milled green tea from Wuyi, Zhejiang Province, China. Matcha was originally used in ancient Chinese tea ceremonies. The tradition was later introduced to Japan, where it developed its own distinct culture. Culinary-grade matcha is now used as a natural ingredient for flavoring and coloring foods and beverages. More premium and ceremonial grade matchas are used for bottled matcha drinks, matcha lattes, and traditional matcha beverages. Higher grade matchas, when traditionally prepared, create a frothy foam with a deep green liquor.



Matcha is made from tencha leaf- green tea leaves specially shade-grown for a defined period. Shading the plants increases chlorophyll content, prevents development of tannins, and enhances the dark emerald-green color of the fresh leaves. Tencha is laid out flat to dry and then partially rolled. It can then be de-veined, de-stemmed, and milled to the fine, bright green powder known as matcha. It can take up to one hour to mill 30 grams of matcha.

Ingredient Description

Firsd Tea's matcha is available in two grades: Organic Ceremonial and Organic Culinary. Also available is matcha latte mix (organic and conventional). Our conventional green tea powder (non-matcha) is also widely used for some similar food and beverage applications.

