

MATCHA

GUIDE TO MATCHA'S BENEFITS

PREPARED BY



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DISTINCTIVE MATCHA

WHAT MAKES MATCHA DIFFERENT?

Matcha is distinct from other green teas and green tea powders because it is

Shaded

Shading the plants concentrates more l-theanine in the leaf, which increases the sought-after umami flavor and cognitive boosting benefits of higher quality matcha.

Steamed

Steaming locks in EGCG, other powerful antioxidants, and the tea's vibrant green color.

De-veined

Further processing removes veins and stems that would otherwise diminish the flavor and color of the final matcha product

Milled

Stone-milling with a granite mill creates superior quality matcha. A granite mill can produce 40 grams of matcha per hour. Milling areas are controlled for temperature and humidity



MATCHA IS

Multiple Grades, Multiple Uses

Matcha is mainstream as a food ingredient and as a beverage

Culinary matcha

is ideal for use in food applications and blended drink mixes

Ceremonial matcha

is ideal as a straight tea beverage

More Complete Delivery

Because matcha is ingested, it delivers more complete natural, healthy benefits. Tests show matcha contains

Vitamins C and E
Minerals (calcium, iron, magnesium, and potassium)

Dietary fiber
Protein

L-theanine, EGCG, & other antioxidants

Shade-grown matcha is also high in L-theanine, EGCG, and other antioxidant polyphenols. Studies of these naturally occurring compounds reveal links to

Weight management
Heart health

Brain function
Bone health



MATCHA APPLICATIONS

USING MATCHA

Some popular uses for matcha include

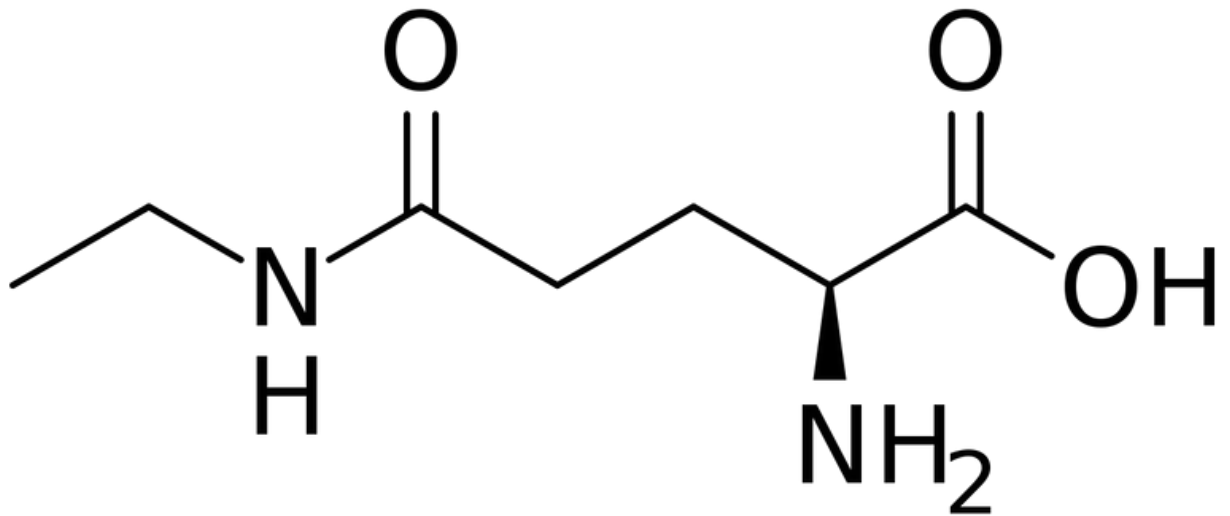
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|----------------|------------------------|
| Breads | Creams & puddings |
| Breakfast bars | Energy bars |
| Cakes | Ice cream |
| Candies | Instant drink powders |
| Chocolates | Nootropics supplements |
| Cookies | Pet treats |

For use on Canada products

HEALTH CANADA PERMITS A HEALTH CLAIM FOR GREEN TEA:

"CONSUMPTION OF 1 CUP(250ML)OF GREEN TEA INCREASES ANTIOXIDANT CAPACITY IN THE BLOOD."



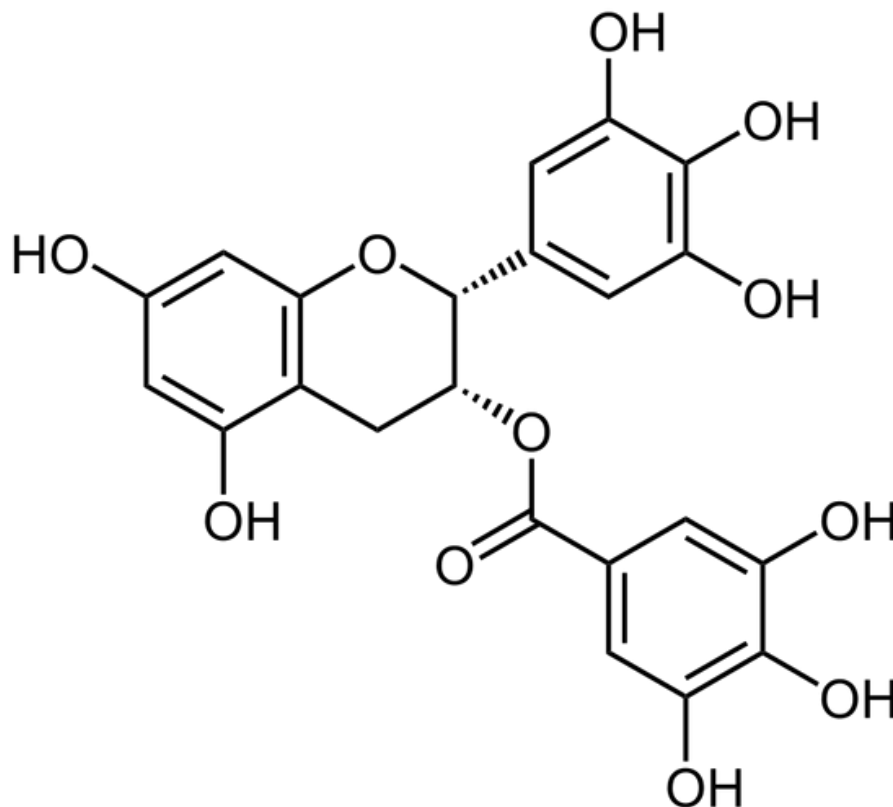


L-THEANINE

L-theanine (or theanine) is produced in the roots of *Camellia sinensis* plants and stored in the leaves. Photosynthesis activities in the leaf break down theanine into its constituent compounds, so shade-grown leaf is known to contain higher levels of theanine. In recent years, growth of theanine related products has increased over 600%.

COGNITIVE PERFORMANCE

Studies of theanine have investigated how it improves cognitive performance. Theanine is understood to reduce anxiety and promote relaxation by increasing serotonin and dopamine levels. When combined with caffeine, theanine enhances focus and cognitive performance.



EGCG

Tea's most recognized and studied polyphenols include: EC, ECG, EGC and, most importantly, EGCG. Epigallocatechin-3-gallate (EGCG) is one of the best understood of a set of antioxidant polyphenols contained in tea. EGCG has been associated with:

WEIGHT MANAGEMENT

EGCG combined with caffeine has been shown to have a positive effect on weight loss.

HEART HEALTH

Polyphenols, including EGCG, were found to slow the development of cardiovascular disease

BONE HEALTH

Green tea polyphenols were associated with improved bone formation and decreases in bone degradation

CANCER PREVENTION

EGCG and other green tea polyphenols appear to inhibit cancer cell growth



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