

Tradition, Reimagined for the World.



風

MATCHA × FRUIT

Authentic Matcha. Instantly.
From Japan to Your Cup

Authentic Matcha × Fruit, Crafted in Japan.

A new category of Japanese tea, designed for global enjoyment and private label.

A New Encounter of Fruits and Matcha

Strawberry Matcha Suggestion

Strawberry-flavored matcha.



Deep-Steamed Kakegawa Tea
Japanese Matcha and Coffee

Kakegawa Ippudo Co., Ltd.

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Website

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Overview Strawberry Flavored Matcha

FEATURES A new type of Matcha made with fruit juices such as strawberry and melon, which are popular in Japan and overseas. You can enjoy the perfect balance of the flavor of matcha and the sweetness of the fruit juices.

Product Form

1. Strawberry Matcha
2. Lemon Matcha
3. Shine Muscat Matcha
4. Mango Matcha
5. Lychee Matcha
6. White peach Matcha
7. Wasabi Matcha



Ingredients

Matcha green tea, strawberry juice/ flavor

Target customers

New thing-loving generation in their teens and 20s who love tea and coffee, like novelty and follow trends. Foreigners visiting Japan.

Usage scenario (how to drink)

Add 1g (one scoop) of this product to 100ml of lukewarm water (approx. 60°C/140°F), then whisk with a bamboo whisk until dissolved. Mix the dissolved matcha into 150ml of milk to enjoy a cherry blossom matcha latte.

Furusatsu Matcha contains sugar, but this product is unsweetened Matcha with fruit juice.



Matcha × Fruit Series

果実と抹茶シリーズ

Stick Type



果実と
抹茶

Fruit & Matcha

Made with
Freeze-Dried Fruits

ICHIGO
MATCHA 匠

(苺抹茶)

Premium Japanese
Tea Collection



果実と
抹茶

Fruit & Matcha

Made with
Freeze-Dried Fruits

LEMON
MATCHA 匠

(檸檬抹茶)

Premium Japanese
Tea Collection



果実と
抹茶

Fruit & Matcha

Made with
Freeze-Dried Fruits

MANGO
MATCHA 匠

(マンゴー抹茶)

Premium Japanese
Tea Collection



果実と
抹茶

Fruit & Matcha

Made with
Freeze-Dried Fruits

MOMO
MATCHA 匠

(桃抹茶)

Premium Japanese
Tea Collection



果実と
抹茶

Fruit & Matcha

Made with
Freeze-Dried Fruits

SAKURA
MATCHA 匠

(桜抹茶)

Premium Japanese
Tea Collection



Made with
Freeze-Dried Fruits



Authentic Matcha
from Japan



Hot or Cold
Enjoyment



Crafted in
Kakegawa, Japan



Fruit and Matcha Sweetened

This product blends matcha coated with fruit juice and freeze-dried fruit.

Simply mix with water or milk and stir to enjoy matcha with real fruit pieces.

How to Make

1. Add one stick to 300ml of water, milk, or hot water.
2. Stir and enjoy.

Instant Flavor Matcha

We deliver fruits from all over Japan with fragrant matcha.



深蒸し掛川茶
お茶屋茶匠の焙煎珈琲

kakegawa
ippudo

掛川一風堂

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Summary High-quality matcha and fruit juice

Feature: This is a new type of matcha made from fruit juice such as strawberries and melons, which is also popular in Japan and overseas. You can enjoy the perfect balance between the flavor of matcha and the sweetness of the fruit juice. It dissolves easily in water, hot water, and milk, so you can enjoy it throughout the year.

commodity form

1. Fruit Matcha Strawberry Juice (45g)
2. Fruit Matcha lemon juice (45g)
3. Fruit Matcha Shine Muscat Fruit Juice (45g)

raw material

Sugar (beet granulated sugar) (domestic production), matcha, strawberry juice/flavor

Per serving	Energy (kcal)	Protein (g)	Fat (g)	Carbohydrates (g)	Salt equivalent (g)
per6grams	21	0.1	0.0	5.2	0

target customer

People in their teens and 20s who like new things, people who like tea and coffee, people who like new things, and people who are following the trend. a foreigner coming to Japan.

Use scene (how to drink)

Add 6g of water, hot water, and 150ml per serving. It is finished by stirring. It's hot in winter and ice cream in summer. If you pour it into milk, you can make latte easily.



Kakegawa Ippudo

日本の果実茶

果実とお茶の、やさしい一杯。
Fruit meets tea. A gentle Japanese blend.



Fruit meets tea. A gentle Japanese blend.

日本の果実茶シリーズ

国産の果物達の果汁を使用して様々なお茶と組み合わせました。
掛川一風堂オリジナルの日本のフルーツティーです。

果実のごほうび しあわせなお茶時間

Japanese fruit tea

#果実ドレステイ



150mlのお湯に
90秒浸して
出来上がり。

Japanese Fruit Tea Series

Enjoy teas featuring famous fruits from across Japan.

Savor them with green tea, roasted green tea, or Japanese black tea—all perfectly paired with fruit.

How to Make

1. Place one tea bag in a cup or bottle.
2. Pour 150ml of hot water and steep for about 90 seconds.

Suggestions for hojicha strawberry/melon juice

Based on the taste and smell cultivated with Japanese tea and coffee, we make products that symbolize Japan.



深蒸し掛川茶
お茶屋茶匠の焙煎珈琲

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Summary Hojicha strawberry/melon juice

Feature This is a new type of hojicha made using melon and strawberry juice, the representative agricultural products of Shizuoka Prefecture. You can enjoy the natural aroma and freshness of Kakegawa Hojicha as it is. Currently, there are two types of melons and strawberries representing Shizuoka, but we are planning to develop a series of Kakegawa Hojicha with fruit juice that matches Kakegawa Hojicha deliciously.

commodity form

1. Kakegawa hojicha strawberry juice (3g x 6p) (3g x 12p)
2. Kakegawa Hojicha melon juice (3g x 6p) (3g x 12p)



raw material

Hojicha (from Kakegawa, Shizuoka Prefecture) Fruit juice (strawberry/melon) and flavoring

target customer

People in their teens and 20s who like new things, people who like tea and coffee, people who like new things, and people who are following the trend. a foreigner coming to Japan.

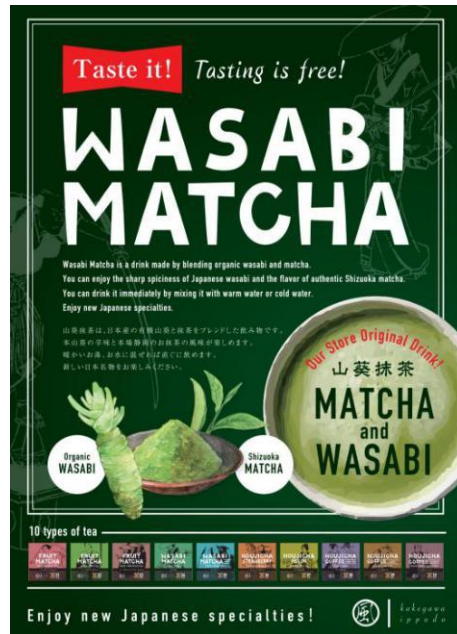
Use scene (how to drink)

Place one tea bag in a mug and add 140ml of hot water. Steam for 60-90 seconds and finish. If you add sugar, the sweetness of the strawberry will be enhanced. Latte is also recommended.

A novel encounter between the scent of the wasabi and matcha

Suggest wasabi matcha and green tea

A tea master in Shizuoka will suggest a new way to enjoy tea!



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Summary The hottest trend for visitors in 2024

Special features: Mt. Fuji, Sushi, Tempura and Ramen. This is what inbound customers who come to Japan are paying the most attention to right now. It's WASABI. Not only do you eat it with sushi, but you can also enjoy the aroma and put it on toast. The hot and thrilling WASABI is truly a memory of Japan's journey. "About half of the ""Japanese-specific ingredients I ate during my stay in Japan"" that I asked foreign visitors to Japan answered ""WASABI."" The hottest trend in 2024 is WASABI. We will introduce you to WASABI products that are easy to hit foreign inbound customers

Product Type:

wasabi green tea

wasabi greenteabag



raw material

Sugar (Beat granulated sugar) (domestic production), Matcha (from Shizuoka Prefecture), Organic Western Wasabi (domestic), Organic Honwasabi (domestic) / Fragrance

target customer

Inbound foreign tourists coming to Japan, new generations of teenagers and twenties, tea and coffee lovers, new and trendy people, and hot food lovers.

Use scene (how to drink)

Add 150ml of hot water to 6g per serving. It is finished by stirring. It's hot in winter and ice cream in summer.

Hojicha Coffee Suggested Sugar-Free Caramel Latte

Based on the taste and smell cultivated in Japanese tea, we make coffee that cuddles with the taste of Japanese people.



kakegawa
ippudo

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Summary Hojicha Coffee Sugar-Free Caramel Latte

Characteristic

This drink is a new kind of drink that combines Hojicha from the local Kakegawa with our company's original blend coffee. The aroma of hojicha and the richness of coffee. It is a new but friendly blend of Japanese tastes. "Even after drinking it, I want to try it again, and I am proud that it is delicious to pull it out." The lineup includes sugar-free, caramel-flavored latte.

commodity form

1 tea bag sugar-free (5g x 6 pieces, 12 pieces)

2 caramel (4g x 6 pieces · 12 pieces)

3 latte (5g x 6 pieces · 12 pieces)

raw material

Coffee beans (origin of raw beans: Guatemala) Brazil and others)

Hojicha (from Kakegawa, Shizuoka Prefecture) *Details of caramel flavor latte are listed on the batch display

target customer

People who like tea and coffee, people who like new things, and people who are following the trend. a person who doesn't like coffee. a foreigner coming to Japan.

Use scene (how to drink)

Place one tea bag in a mug and add 140ml of hot water. Steam for 90 seconds and finish.

Deep-steamed tea from Kakegawa City, Shizuoka Prefecture

Tea shop tea master's carefully selected Japanese tea



kakegawa
ippudo

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お茶屋茶匠の焙煎珈琲

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Overview: Deep-steamed tea from Kakegawa City,

Shizuoka Prefecture, a famous tea-producing region in Japan

Features: Kakegawa City in Shizuoka Prefecture is one of Japan's leading tea-producing areas. Among the teas drunk around the world, Japanese tea has established its own unique method of production called "deep steaming," in which the tea leaves are steamed at high temperatures. A major factor in this is the water quality. Soft, clean water flows through the mountains and is purified to become beautiful water. The "deep steaming method," which involves deeply steaming the picked tea buds with steam, allows for the extraction of abundant flavor and aroma from the tea. Additionally, the tea boasts a beautiful emerald green color, which is highly valued in tea. Furthermore, the prolonged steaming process enables the extraction of health-beneficial components of Japanese tea into the tea liquid.



product lineup

1. 静岡深蒸し茶

1. Shizuoka Deep Steamed Tea



Contents: 100g, 1kg, 20kg

2. 静岡深蒸し茶ティーバッグ

2. Shizuoka Deep Steamed Tea Tea Bags



One tea bag contains 3g to 5g of tea.

Contents: 30 packs, 2,000 packs

3. 掛川深蒸し茶

3. Kakegawa Deep Steamed Tea



Contents: 100g, 1kg, 20kg

4. 掛川深蒸し茶ティーバッグ

4. Kakegawa Deep Steamed Tea Tea Bags



One tea bag contains 3g to 5g of tea.

Contents: 30 packs, 2,000 packs

5. 静岡玄米茶

5. Shizuoka Genmaicha

6. 静岡玄米茶ティーバッグ

6. Shizuoka Genmaicha Tea Bags



Contents: 100g, 1kg, 20kg

- 7. 静岡ほうじ茶
- 7. Shizuoka hojicha tea



Contents: 100g, 1kg, 20kg

- 8. 粉末緑茶
- 8. Powdered green tea



One tea bag contains 3g to 5g of tea.
Contents: 30 packs, 2,000 packs

- 8. ほうじ茶ティーバッグ
- 8. Hojicha tea bags



One tea bag contains 3g to 5g of tea.
Contents: 30 packs, 2,000 packs

- 9. ほうじ茶パウダー
- 9. Hojicha powder



Hojicha ground to the same particle size as matcha
Contents: 100g, 1kg, 20kg