

AZ Tea



Premium Green Tea Lineup



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日本茶の基礎と歴史

Major Green Tea Producing Regions of Japan and Basic Knowledge:

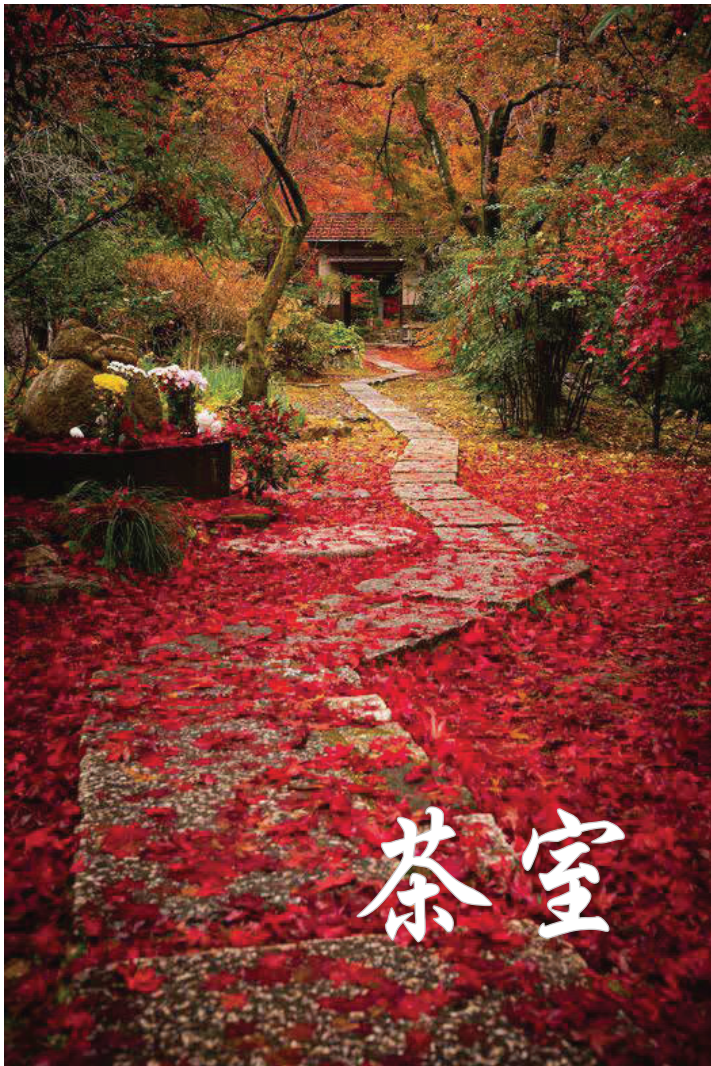
The history of Japanese tea dates back to the time when Japanese priests were sent as envoys to China during the Tang Dynasty. The teas they brought back were first enjoyed by the Japanese aristocracy.

During the Kamakura era, the founder of the Rinzai Zen sect, Priest Eisai, is credited as the pioneer of Japanese tea culture. He brought tea seeds from China and planted them on the mountainsides of Saga Prefecture, marking the beginning of tea cultivation in Japan. Later, Priest Myoe Shonin of the Kego sect planted tea seeds in Kyoto, establishing the foundation for what became known as Uji-cha (Uji Tea). This marked the starting point for tea cultivation to spread throughout Japan.

In the Muromachi era, Shogun Ashikaga Yoshimitsu promoted the development of the “Uji Shichimeien” the seven famous tea plantations of Uji, which greatly boosted the popularity of Uji tea. By the end of the Muromachi era, Sen no Rikyu and other tea masters introduced the concept of Wabi-cha, a simple and refined style of tea ceremony that shaped the foundation of today’s Chadō (The Way of Tea).

During the Edo era, green tea culture spread widely among the general public. In 1738, Nagatani Soen, a tea farmer from Uji, invented Sencha, a style of green tea that remains Japan’s most popular variety. Later, in 1835, Yamamoto Kahei developed Gyokuro, a high-quality shaded green tea known for its rich flavor and aroma.

Today, Japanese green tea comes in many varieties, including Matcha, Sencha, Gyokuro, Hōjicha, Genmaicha, and more, each reflecting the distinct regional characteristics of Japan’s tea-growing areas.



茶道



Sencha 煎茶

The most commonly consumed green tea is Sencha. Fresh leaves are steamed to stop the fermentation process. Ichiban-cha is the first-picked leaves, the second pick is called Niban-cha, and the third pick is called Sanban-cha.



Fukamushi Cha 深蒸し茶

These are teas steamed much longer than regular Sencha. The reason for longer steaming is to prevent changes in aroma and taste due to oxidative fermentation. The leaf size becomes smaller, but the color and sweetness of the tea become darker and stronger, with less bitterness or odd taste. Kakegawa in Shizuoka is famous for these teas.



Gyokuro / Kabusecha 玉露・かぶせ茶

Gyokuro and Kabusecha are made from tea leaves grown under shade using the same production method as Sencha. The difference between the two is the duration of shading. Kabusecha is shaded for about a week, while Gyokuro is shaded for almost three weeks.



Tencha / Matcha てん茶・抹茶

Tencha is produced in the same way as Gyokuro by shading the tea plants from sunlight. The difference from Gyokuro is that the leaves are loosened and dried without kneading. The processed Tencha is then stone-milled into Matcha.



Konacha 粉茶

Called “waste,” it consists of small particles produced during green tea manufacturing. It brews quickly and has a full-bodied taste. Due to its clean flavor, it is popular in sushi shops under the name “Gari.”



Bancha 番茶

Leaves harvested after Sanban-cha, with lower quality, are called Bancha. It uses very mature leaves for production and gives a pleasant taste when diluted.



Hojicha ほうじ茶

Hojicha is roasted tea made from Sencha or Bancha.



Genmaicha 玄米茶

Toasted brown rice mixed with an equal amount of Sencha or Bancha is called Genmaicha. It has a fragrant aroma.



Kamairicha 釜炒り茶

Fresh leaves roasted in a pan are called Kamairicha. While Sencha is steamed, Kamairicha stops fermentation by roasting. It has a unique fragrance called “Kamako.”



Kukicha 茎茶

A tea made from the stems sorted during the production of Sencha and Gyokuro.



Guricha ぐり茶

Named for its round or curled appearance. It is a variety of Sencha with a different processing method to eliminate bitterness and achieve a smooth, gentle sweetness.



Pure Green Teas



Gyokuro Green Tea



Delicious Prime Grade JAS Organic certified pesticide-free Gyokuro Green Tea from Japan's Shizuoka prefecture.



Sencha Green Tea



Delicious Prime Grade JAS Organic certified pesticide-free Sencha Green Tea from Japan's Shizuoka prefecture.

Green Tea Flavored Teas



Samurai Earl Grey



An authentic Japan Original Earl Grey crafted with pesticide-free tea leaves enriched with natural Mediterranean bergamot and rare Japanese bushukan for a unique, uplifting aromatic experience.



Gyokuro Earl Grey



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Sweet Delicious Gyokuro Green Tea with bergamot and cornflower as Gyokuro Green Tea Earl Grey.



Sencha Earl Grey



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with bergamot and cornflower as Sencha Green Tea Earl Grey.

Green Tea Flavored Tea



Green Tea Yuzu



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with Yuzu Mandarin extract, peels, and flavor as Sencha Yuzu Green Tea.



Green Tea Ume Plum



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with Ume Plum extract, Dried Ume meat, and flavor as Sencha Ume Green Tea.



Green Tea Mint



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with Mint extract, Dried mint leaves as Sencha Mint Green Tea.



Green Tea Sakura



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with Sakura extract, Dried Sakura flower petals, and flavor as Sakura Green Tea.



Sencha Jasmine Green Tea



Contains Japan's Kagoshima Prefecture produced Premium grade JAS organic certified Delicious Sencha Green Tea with Jasmine extract, Dried Jasmine Flowers, and flavor as Sencha Jasmine Green Tea.

Pure Matcha Green Teas

Premium Matcha of 5 major tea producing districts of Japan



Yame Matcha (Fukuoka)

Cultivated in the mist-prone mountainous terrain of the Yame region, this tea benefits from an environment that naturally boosts umami-producing amino acids. It features an intense, dashi-like umami flavor with a lingering sweet aftertaste and very low bitterness. This profile makes it highly approachable for matcha beginners or for enjoying plain without traditional sweets.



Uji Matcha (Kyoto)

Deeply intertwined with Japan's traditional tea ceremony culture, Uji matcha prioritizes leaves grown under shade to reduce bitterness and enhance a mellow, elegant flavor. The leaves are carefully hand-picked, steamed, dried without rolling, and then stone-ground, resulting in a vibrant bright green color and an exceptionally smooth mouthfeel.



Nishio Matcha (Aichi)

Grown on well-drained, fertile hillsides surrounded by rivers, the Nishio region produces approximately 20% of Japan's tencha (the raw leaf used for matcha). Distinct from Uji varieties, Nishio matcha boasts a deep, dark green hue, a full-bodied richness (koku), strong umami, and a remarkably potent, elegant aroma.



Kawane Matcha (Shizuoka)

Sourced from mountainous areas with short daylight hours and sharp day-to-night temperature fluctuations, these leaves store high levels of nutrients while suppressing bitterness. The resulting matcha delivers a complex flavor that balances rich umami with a pleasant, refreshing astringency. It is processed using a historic "light-steaming" technique with local records dating back to 1599.



Sayama Matcha (Saitama)

Famous for prioritizing taste over vivid color, Sayama matcha focuses on deep, drawn-out sweetness and a rich body. Rather than the fresh, grassy notes typical of standard matcha, it utilizes a rigorous traditional roasting technique called "Sayama Hi-ire." This heavy roasting process extracts a uniquely savory, toasted aroma and profound flavor depth.

Matcha Green Tea Flavored Teas



Strawberry Matcha



Using Sayama matcha from Saitama Prefecture, renowned for its rich taste, this tea is infused with strawberry. It offers a perfectly balanced blend of sweetness and tartness, making for an authentic strawberry flavored tea that can be enjoyed straight or as a latte.



Peach Matcha



Featuring premium Sayama matcha, this blend is flavored with peach. It provides a balanced sweetness paired with a fragrant peach aroma, creating an authentic flavored tea ready to be enjoyed straight or as a latte.



Rose Matcha



This Sayama matcha is delicately flavored with real rose flowers. It features a gorgeously balanced floral aroma with a subtle sweetness and tartness, perfect for preparing straight or as a creamy latte.



Peppermint Matcha



Infused with peppermint, this Sayama matcha delivers an authentic refreshing flavor experience. It perfectly balances a crisp mint freshness with the rich tea base, ideal for drinking straight or mixed into a latte.



Milk Chocolate Matcha



Flavored with milk chocolate, this Sayama matcha offers a sweet, tempting profile. It is a rich, perfectly balanced flavored tea that provides a decadent experience when brewed straight or as a latte.



Yuzu Matcha



Made with yuzu citrus and premium Sayama matcha, this blend features a well balanced mellow aroma and refreshing tartness. It offers a bright citrus tea profile perfectly suited for both straight and latte preparations.

Matcha Green Tea Flavored Teas



Berry Mix Matcha



Using Sayama matcha from Saitama Prefecture, renowned for its rich taste, this tea is infused with strawberries and raspberries. It offers a perfectly balanced blend of sweetness and tartness, making for an authentic berry flavored tea that can be enjoyed straight or as a latte.



Tropical Fruit Matcha



Featuring the same premium Sayama matcha base, this blend is flavored with tropical fruits like mango and pineapple. It provides a bright harmony of sweet and acidic notes, ready to be enjoyed straight or as a refreshing tropical latte.



Jasmine Matcha



This Sayama matcha is delicately flavored with real jasmine flowers. It features a gorgeously balanced floral aroma and a subtle sweetness that shines whether it is prepared straight or as a creamy latte.



Citrus Bliss Matcha



Infused with bergamot citrus, this Sayama matcha delivers an authentic Earl Grey flavor experience. It perfectly balances a pleasant citrus acidity with the soothing, elegant aroma of bergamot, ideal for drinking straight or mixed into a latte.



Vanilla Matcha



Flavored with premium vanilla sourced from Ceylon, this Sayama matcha offers a sweet, tempting vanilla profile. It is a rich, authentic flavored tea that provides a decadent experience when brewed straight or as a latte.



Apple Matcha



Made with apples from Aomori Prefecture, this Sayama matcha features a well balanced sweetness and crisp, authentic apple taste. It offers a comforting fruit tea profile perfectly suited for both straight and latte preparations.

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Tea gifts for celebrations, memorials and all other occasions in life.



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Largest selection of Ceylon and Japanese tea gifts on the Japanese market!