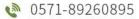


ZHEJIANG TEA GROUP CO., LTD.

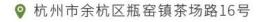
浙江骆驼九宇有机食品有限公司

ZHEJIANG CAMEL TRANSWORLD ORGANIC FOOD CO.,LTD.



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Alibaba.com





全球茶资源供应链专家

# TRANSWORLD

九宇有机

A PROFESSIONAL OPERATOR IN THE TEA INDUSTRY

九 宇 有 机 久 炼 成 茶



## **ABOUT TRANSWORLD**

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#### 九宇有机 TRANSWORLD ORGANIC

浙江骆驼九宇有机食品有限公司(简称九宇有机)成立于1998年,是全球最大的绿茶供应商之一浙江省茶叶集团股份有 限公司(简称浙茶集团)的成员企业,是浙茶集团依托中国与奥地利两国农业部合力打造的有机茶示范茶园项目,结合大径山 乡村振兴,以宋代径山茶文化为载体,在余杭建立的集茶叶种植、生产、加工、销售、茶旅及产、学、研为一体的特种茶中心—— 浙茶集团·九宇有机·茶博园。

Established in 1998, Zhejiang Camel Transworld Organic Food Co., Ltd (Abbr. as Transworld Organic) is one of the key member enterprises of Zhejiang Tea Group Co., Ltd, it was set up based on the Sino-Austria Organic Tea Demo Plantation Program, nourished by Tea Culture of Song Dynasty in Jingshan along with the rural revitalization strategy of Jingshan District, it integrates not only tea plantation, production, processing, marketing, tea tourism but also R&D, tea training, tea culture exchanges to enhance the comprehensive utilization of tea resources, it is the International Multifunctional Special Tea Center of Zhejiang Tea Group, and so called ZHEJIANG TEA GROUP-TRANSWORLD ORGANIC-TEA EXPO PARK.



院士指导工作站 Academician Guidance Workstation

中华末(抹)茶研究院

China Motcha (Matcha) Research Institute

National Technical Standard Innovation Base (International Standard)



浙江大学茶叶研究所实习基地

Zhejiang University Tea Research Institute Practice Base

#### 国际WTO/TBT-SPS 研究评议基地

International WTO/TBT-SPS Research and Evaluation Base



#### 中国·奥地利有机茶 示范茶园项目

Sino-Austria Organic Tea Demo Plantation Program



#### 国家级现代产业园

National Modern Industrial Park



浙江农林大学-浙江骆驼九字有机 食品有限公司研究生联合培养基地

Zhejiang A&F University—Transworld Organic Graduate Student Joint Training Base



#### 国际标准化组织食品技术委员会 茶叶分技术委员会(ISO/TC34/SC8) 联合秘书处

Technical Committee of Food Products, Subcommittee of Tea (ISO/TC34/SC8)



Advanced Collective of China Coop



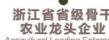
福建农林大学

茶学院实习基地 Fujian A&F University Tea

Colleague Practice Base

中国茶产业T20峰会 成员单位

China Tea Industry T20 Summit Member (Tea Industry Innovation and Integrated Development)



Agricultural Leading Enterprise of Zhejiang Province



## 生产实力 PRODUCTION CAPABILITY

# 中奥有机示范茶园 杭州径山

Sino-Austria Organic Tea Demo Plantation (Jingshan)



Jiulong Mountain Organic Tea Garden (Wuyi)

#### 基地优势: 自建茶园 + 专业合作社 + 战略合作茶园 + 全球采购

Tea Resources: Self-cultivated Tea Plantations+ Tea Cooperatives' Plantations + Strategic Cooperated Tea Plantations+ Global Sourcing

#### 公司拥有有机茶基地 3000 亩,常规茶园 3000 亩,订单协议茶园 20 万亩

The company owns 200 hectares organic tea plantations, 200 hectares conventional tea plantations, 13333 hectares strategic cooperation tea plantations.

# INTELLIGENT MANUFACTURE WORKSHOPS

智造车间

公司引入全自动名优茶、龙井茶、蒸青茶、碾茶生产线,助推中国茶产业的设备转型升级,在茶产业向清洁化、连续化、智能化领域的发展迈出了重要一步。

To boost the upgrading of tea facilities in China, the company plays an important role as a pioneer to drive the tea facility industry into clean、continuous and intelligent through invested Gourmet Tea Intelligent Production Line、Auto Lungching Production Line. Auto Steamed Green Tea Production Line and Auto Tencha Production Line.



公司联合权威科研机构,成功引入人工智能机械手、 AGV 小车等智能设备,结合无人智慧微店,完成了从源头 生产到加工、管理及产品销售全方位的"机器换人"数字化 升级,为消费者提供安全、健康、有机、多 样化及可持续性 的茶叶及茶制品。

The company cooperated with the scientific research institution to implement artificial intelligence robots, an auto-guided vehicle (AGV), and an unmanned intelligent tea store, to achieve the technological improvements for the full chain from production to consumption.





### 品质保证和社会责任 QUALITY ASSURANCE AND SOCIAL RESPONSIBILITIES

公司投资十万级抹(末)茶洁净车间,严格把控抹(末)茶生产过程,并引进高温瞬时灭菌设备和超微研磨技术,为市场提供安全优质的抹(末)茶产品。

The company invested in a state-of-the-art matcha (motcha) manufacturing workshop with 100,000 grade workshop and adopted an HTST (high temperature, short time sterilization) system to strictly mitigate potential microbial pollution during processing, and ultra-fine grinding technology to provide the market with safe and high-quality matcha (motcha) products.





为了满足日益增长的定制化需求,公司专门配备了贴牌生产加工车间,投资了单囊包袋泡茶设备、双囊包无钉袋泡茶设备、多台立体金字塔三角包袋泡茶设备、充氮保鲜包装设备、以及各式粉剂设备。

To cater the rapid increasing demand of tea packages in private label, the company specially set up an OEM workshop, which has installed facilities of Single chamber teabag machine, No staple double chamber teabag machine, several Pyramid teabag machines, anti-oxidation packing machine with nitrogen and varieties of Powder filling and packing machines.





**IMA** c 2 8





HACCP认证 HACCP Certification



FSSC22000认证 FSSC22000 Certification



SA8000ikiE SA8000 Certification



ISO9001质量管理体系认证 ISO9001 Certification



FDA认证 FDA Certification



食品生产许可 SC Licence



中国有机认证 China Organic Certification



USDA认证 USDA Certification



EU认证 EU Certification



JAS认证 JAS Certification



KOSHER认证 Kosher Certification



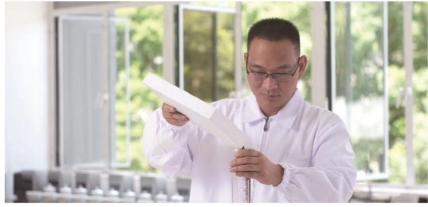
HALAL认证 HALAL Certification



雨林认证 RA Certification



Naturland
NATURLANDidit
NATURLAND Certification



# **RESEARCH AND**

**DEVELOPMENT CENTER** 

研发中心

公司坚持"健康、自然、科学"的理念,通过产品、科技与理念的创新,提供茶叶行业趋势、安全、法规、风味、消费者科学等咨询和培训服务,为客户提供从概 念到产品一体化解决方案。

Strictly following up the international standard of "Health, Nature, Science", Transworld will build the core competitiveness of the company through product, technology and organic concept innovations. The company focus on developing innovative products and application scenarios to provide our customers one stop solution from a concept to products on tea industry tendency, tea safety, law and regulations, sensory, consumption science and tea training services.

#### TRY BAR

1000 平方新茶饮创意中心,茶深度体验全景吧台,解锁茶叶风味密码,探索味蕾的无 限可能。

You can experience panoramic bar counter, explore the secret of tea and taste in this 1000 square meter tea drinks innovation center, for which also called "Try Bar".



#### PROFESSIONAL R&D TEAM

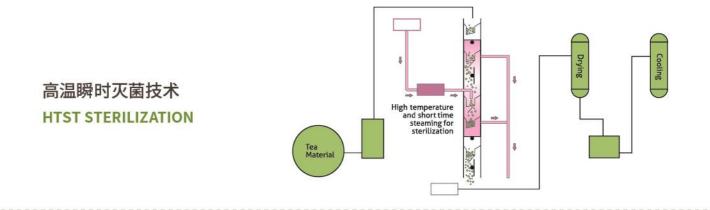
专业研发团队

由茶学专业的博士及从事茶叶行业四十余年的高级工 程师领衔,食品及相关行业的优秀人才组成的的研发团队, 与客户共享产品开发平台,共同开发新技术、新产品。

The R&D team, led by professional tea doctor and senior engineer who has been engaged in this industry for decades, is composed of professionals from Food and relative industries, always open to share product development platform with our clients to develop new technology and new products together.

#### 技术优势 | ADVANCED TECHNOLOGY







# 产品体系 PRODUCTS PORTFOLIOS

#### 抹茶系列

Organic Matcha Series

#### 末茶系列

Organic Powdered Tea Series

#### 蒸青绿茶 / 焙茶系列

Organic Steamed Green Tea / Hojicha Series

#### 特种名优茶系列

Speciality Tea Series

#### 有机/欧标/国标六大茶类

Organic/ European Standard/ National Standard Six Categories Of Tea

#### 花/草/果茶系列

Herbal Tea Series

#### 脱咖啡因茶系列

Organic Decaffeinated Tea Series

#### 技术服务

Technology Service





绿

茶





#### 龙井茶 | 一级 / 二级 / 三级





#### 外形 Appearance

扁平挺直、匀齐洁净、翠绿尚润

Flat and straight, ,even, clean and neat, jade green and bloom



#### 香气 Aroma

Rich and clean fragrance

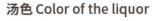


#### 滋味 Taste

甘鲜醇和

Sweet and fresh, mellow





同清色绿

Clear and green



#### **ORGANIC JINGSHAN GREEN TEA**

First grade/ Second grade

径山茶 | 一级/二级





#### 外形 Appearance

细嫩紧结、显毫

Fine and tender, wiry



#### 香气 Aroma

Fresh and tender, obvious chestnut smell



#### 滋味 Taste

甘醇爽口

Sweet and mellow, brisk



汤色 Color of the liquor 嫩绿莹亮

Tender green and bright





#### 有机珠茶



外形: 条索细圆紧结重实, 大小均匀, 色泽乌润 Appearance: Tight and heavy, dark and bloom







Color of the liquor: Yellowish green and bright



#### **ORGANIC CHUNMEE**

Taste: Heavy and mellow

#### 有机眉茶







Color of the liquor: Tender green and bright



#### **ORGANIC SENCHA** | First grade/ Second grade

#### 蒸青茶 | 一级 / 二级



Taste: Heavy and mellow

Appearance: Refreshing green, tight





Aroma: Clean and high



Color of the liquor: Tender green and bright



#### ORGANIC GYOKURO

#### 玉露茶



Appearance: Refreshing green, wiry and acicular



Taste: Fresh and brisk, sweet and mellow



香气: 带有海苔味的绿豆香或板栗香

Aroma: Mung bean or chestnut smell with seaweed smell



Color of the liquor: Tender green and bright



**∃** 1:35

8 90°C

(3) 30s



500g×12/Box









GREEN

TEA

#### **ORGANIC MAOFENG GREEN TEA**

#### 绿毛峰



外形: 条索紧细圆直、满披白毫

Appearance: Tight and straight, full of villi



Aroma: Tender flavor last long



Color of the liquor: Yellowish green and bright



#### **ORGANIC GREEN EMERALD**

#### 绿宝石



外形: 盘花状, 颗粒紧实, 色泽绿润

Taste: Fresh and brisk, mellow end thick

Appearance: Spiral, tight and heavy, green and bloom



Aroma: obvious Chestnut smell



Color of the liquor: Yellowish green and bright



#### **ORGANIC GREEN TEA FANNINGS**

#### 有机绿片



Appearance: Even and clean



Aroma: Pure and normal



Taste: Heavy and mellow



Color of the liquor: Yellowish green and bright





**∃** 1:35









TEA

#### JINGSHAN BLACK TEA

#### 径山红茶



Appearance: Tight and slender, even





Aroma: Clean and fresh



Color of the liquor: Orange red and bright



#### JIUQU BLACK TEA

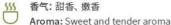
#### 九曲红梅



外形: 条索细紧卷曲、色泽乌黑油润 Appearance: Tight and slender, curly, black bloom



Taste: Sweet and mellow





Color of the liquor: Red brilliant and bright



#### **ORGANIC YUNNAN BLACK TEA**

#### 云南红茶



外形: 条索完整紧直、苗峰秀丽、满披金毫







Color of the liquor: Red brilliant and bright



#### **ORGANIC FULIANG BLACK TEA**

#### 浮梁红茶



Appearance: Tight and slender, even



Taste: Mellow end thick



Aroma: Clean and fresh

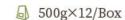


Color of the liquor: Orange red and bright



**∃** 1:35 8 100°C





#### **BLACK EMERALD**

#### 红宝石



外形: 盘花状、颗粒紧实、色泽乌黑油润、有金毫





Aroma: Fragrant and Sweet





Color of the liquor: Red brilliant and bright



#### LAPSANG SOUCHONG

#### 正山小种



Taste: Sweet and mellow, thick

Appearance: Fat and bold, roundy and straight, without villi



Aroma: Pine smoky flavor





汤色: 红艳浓厚、似桂圆汤

Color of the liquor: Red brilliant, heavy and thick



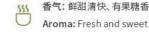
#### **KEEMUN BLACK TEA**

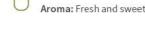
#### 祁门红茶



Appearance: Tight and slender, even

Taste: Mellow and fresh, brisk







Color of the liquor: Red and bright



**∃** 1:35







#### **CEYLON TEA**

#### 锡兰红茶



外形: 条索紧直、大叶色泽呈乌黑泛灰润色 Appearance: Tight and straight, black with grey



滋味: 温和、醇香回甘 Taste: Mild, mellow and sweet



Aroma: Clear with flower fragrance



Color of the liquor: orange red and bright



#### **ASSAM BLACK TEA**

#### 阿萨姆红茶



外形:外形细扁,色呈深褐 Appearance: Slender and flat, dark brown



Taste: Mellow and thick





Color of the liquor: Dark red with brown



#### **EARL BLACK TEA**

#### 伯爵红茶



外形: 条索匀整、乌黑润色 Appearance: Even, black and bloom



滋味: 浓郁甘醇

香气:清浅,佛手柑香气

Aroma: Clear and Bergamot flavor



Color of the liquor: Dark red



#### **ORGANIC BLACK TEA FANNINGS**

#### 有机红茶片



Appearance: Even and clean



Taste: Sweet and mellow, thick



香气: 浓郁纯正 Aroma: Pure and normal



汤色: 红艳明亮

(C) 45s

Color of the liquor: Red brilliant and bright





**∃** 1:35





6 500g×12/Box







OOLONG TEA

#### ORGANIC DA HONG PAO

#### 大红袍



外形: 条索匀整、壮实

Appearance: Even and bold



香气: 兰花香 Aroma: Orchid flavor

Taste: Sweet, clear and mellow



Color of the liquor: Golden and clear

#### **ORGANIC ROUGUI**

#### 肉桂



Appearance: Even, tight and bold

Taste: Fresh and smooth, sweet and bloom



Aroma: Cinnamon favor



Color of the liquor: Golden and clear



#### **ORGANIC SHUIXIAN**

#### 水仙



Appearance: Even, tight and bold



Taste: Mellow and thick, fresh and smooth, sweet and brisk



Aroma: Heavy flavor, fresh with orchid fragrance



Color of the liquor: Orange and clear



#### <del>-</del> 1:35







6 500g×12/Box

#### **ORGANIC ORIENTAL BEAUTY**

#### 东方美人



Appearance: Fat bud and full of villi



Taste: Sweet and mellow



香气: 熟果香或蜂蜜香

Aroma: Riped fruit and honey flavor



汤色: 红亮透明

Color of the liquor: Red and clear, bright



#### ORGANIC TIE GUAN YIN

#### 铁观音



▶ 外形: 肥壮圆结、沉重匀整 Appearance: Fat and bold, heavy and even



滋味: 醇厚甘鲜、回甘悠长 Taste: Mellow and sweet, fresh and lasting



Aroma: Fragrance and full of orchid fragrance



Color of the liquor: Golden and bright



#### BAI YA QI LAN

#### 白芽奇兰



外形: 紧结、重实、半球型

Appearance: Tight and heavy, hemispherical





Aroma: Clean and high, brisk and full of orchid fragrance



Color of the liquor: Orange



#### DANCONG

#### 单枞



Appearance: Tight and fat



Taste: Fresh and brisk, sweet and mellow



Aroma: Flower fragrance



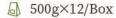
Color of the liquor: Orange and bright



**=** 1:35





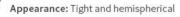


#### SI JI CHUN

#### 四季春



外形:条索紧结、呈半球形





Taste: Smooth and bloom



Aroma: Clear and brisk, light and elegant



汤色: 蜜黄透亮 Color of the liquor: Yellow and bright



#### **ZHANGPING SHUIXIAN**

#### 漳平水仙



外形: 条索紧结卷曲 Appearance: Tight and curly



滋味: 醇爽细润、鲜灵活泼 Taste: Mellow and brisk, fresh and bloom



香气: 清高悠长、有花香 Aroma: Clean and high, with flower fragrance



汤色: 橙黄或金黄 Color of the liquor: Orange or golden



#### JIN XUAN

#### 金萱



外形: 紧结、半球型 Appearance: Tight and hemispherical





香气:淡奶香

Aroma: Light milk flavor



Color of the liquor: Golden and bright



#### **ORGANIC OOLONG FANNINGS**

#### 有机乌龙茶片







Taste: Mellow and sweet



香气: 清高悠长, 有花香 Aroma: Clean and high, with flower fragrance

Color of the liquor: Golden and bright







500g × 12/Box



莉 茶 洱 茶







TEA

#### **ORGANIC SILVER NEEDLE**

#### 白毫银针



Appearance: Fat and bold, straight like a needle





Aroma: Pekoe flavor, fresh





#### **ORGANIC WHITE PEONY**

#### 白牡丹



♪ 外形: 绿叶夹银白毫心 Appearance: Pekoe bud with green leaves



Taste: Fresh and mellow



Aroma: Pekoe flavor



Color of the liquor: Apricot yellow



#### ORGANIC SHOU MEI



外形: 肥硕重实、满披白毫、条索清晰 Appearance: Heavy and fat, full of pekoe, clear





Aroma: Pekoe, flower, grass flavor



Color of the liquor: Apricot yellow



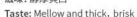
#### **ORGANIC WHITE TEA FANNINGS**

#### 有机白茶片



Appearance: Even and clean







Aroma: Pekoe flavor



Color of the liquor: Apricot yellow



8 95°C **∃** 1:35



6 500g×12/Box

#### **ORGANIC YUNNAN PUERH**

#### 云南生普



外形: 条索肥壮、色泽黄绿 Appearance: Fat, yellowish green



Aroma: A little stale flavor



Color of the liquor: Orange and bright



#### **ORGANIC ROYAL PUERH**

#### 宫廷熟普



Appearance: Tight and even, full of villi



Taste: Heavy and thick, mellow





Color of the liquor: Dark black and bloom



#### **ORGANIC PUERH FANNINGS**

#### 有机普洱茶片



Appearance: Even and clean



Taste: Mellow and thick, mellow



Aroma: Stale flavor



Color of the liquor: Brown and bloom









#### JINGSHAN HOJICHA

#### 径山焙茶



Appearance: Golden and even



Aroma: Sweet and baked flavor



Color of the liquor: Light yellow

#### ORGANIC GOLDEN HOJICHA

#### 黄金焙茶



Appearance: Golden and even



Taste: Mellow and sweet, brisk





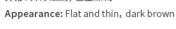
Color of the liquor: Golden



#### ORGANIC CLASSIC HOJICHA

#### 经典焙茶







**∃** 1:35

Taste: Mellow and brisk, heavy flavor



Aroma: Pekoe flavor, flower and grass flavor

(C) 45s



8 100°C

Color of the liquor: Orange red

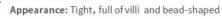


6 500g×12/Box

#### **ORGANIC JASMINE PEARL**

#### 茉莉龙珠







Taste: Mellow and thick

Aroma: Pure and rich



Color of the liquor: Yellowish green and bright



#### ORGANIC JASMINE LEAF

#### 茉莉银毫



♦ 外形: 条索紧细匀整、色泽绿润显毫

Taste: Mellow and thick, sweet





Color of the liquor: Yellowish green and bright



#### ORGANIC JASMINE MAOJIAN

#### 茉莉毛尖



Appearance: Wiry and evenly



Taste: Sweet, fresh and pure



Aroma: Faint scent and last long



Color of the liquor: Yellowish green and bright



#### **ORGANIC JASMINE TEA FANNINGS**

#### 有机茉莉花片



Appearance: Even and clean



Taste: Mellow and thick

Color of the liquor: Light yellow and bright







Aroma: Clean and heavy, with sweet scent of jasmine





袋 花 泡 葶 茶

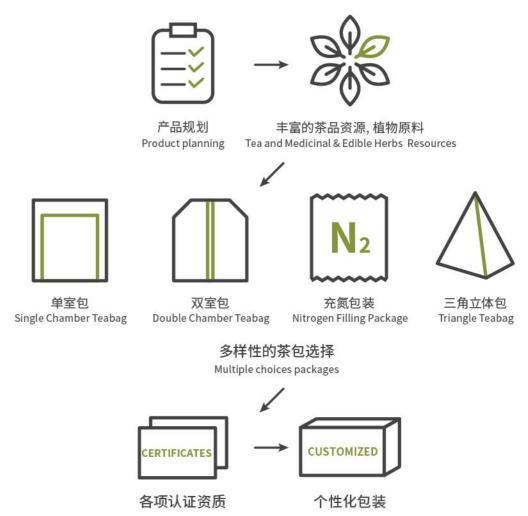




# 企业定制 OEM/ODM SERVICE

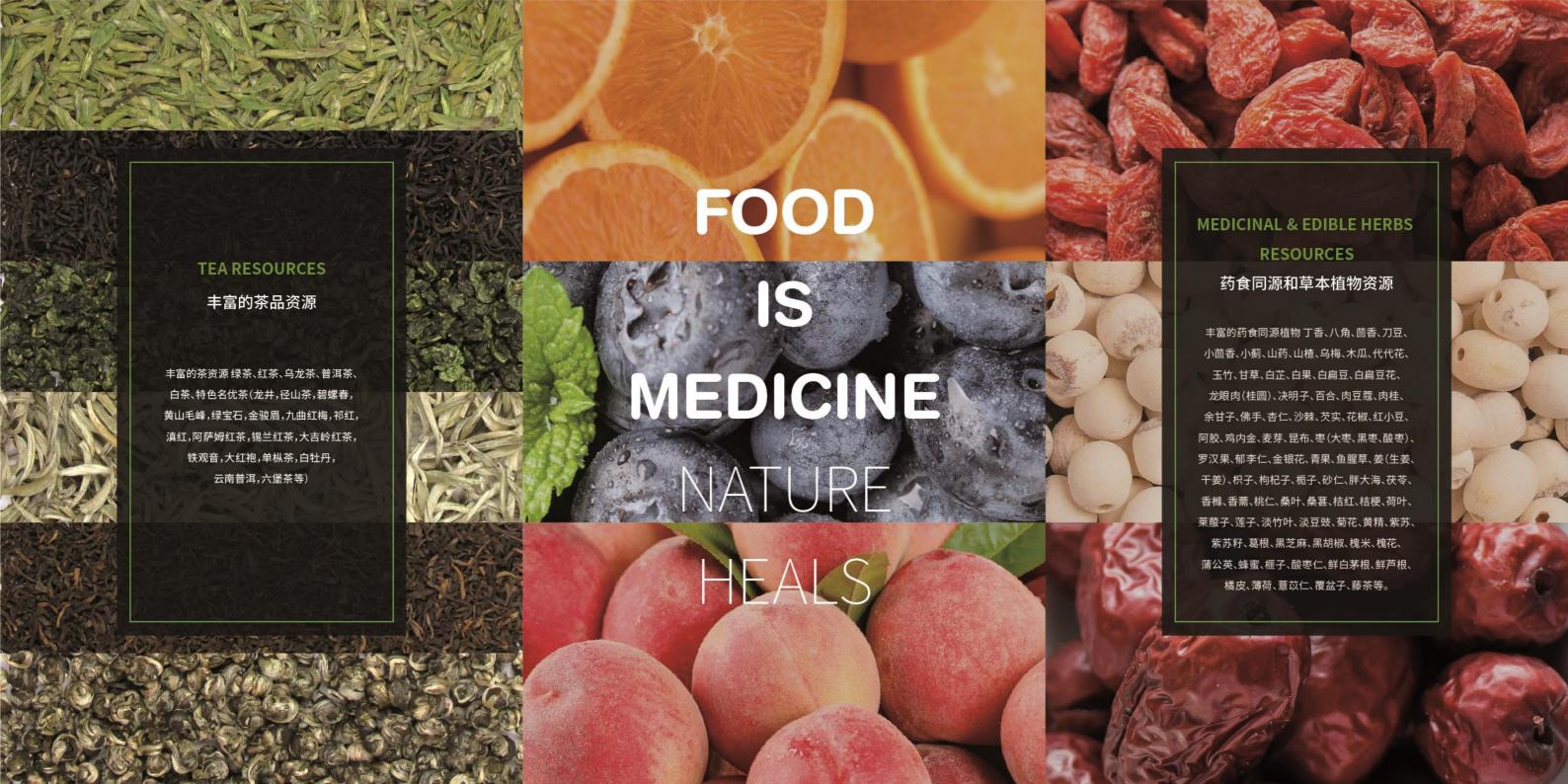
#### 专业 OEM/ODM 茶产业链体系,能够实现客户专属定制,提供一站式解决方案

Professional tea industry chain system allow us to provide you a full set of one stop solution OEM/ODM service, to help our clients to create their own brands.



#### 从产品开发到成品落地,从应用升级到方案整合,从生产加工到分装运输,从产地到市场应用,自有品控人员负责全过程及法规管理。

Professional QA/QC Team manage the quality control and regulation guidance from product concept till product delivery.





#### 桂圆红枣枸杞

Longan, Jujube and Medlar Tea

#### 径山焙茶

Jingshan Hojicha

#### 红豆薏米

Red bean Yimi Tea

#### 茉莉银毫

Jasmine Silver Needle

#### 金桂雪梨

Osmanthus Pear Oolong

#### 金桂红玉

Sweet-scented Osmanthus Black Tea

#### 玄米玉露

Genmai Gyokuro



Jingshan Gyokuro

#### 荔枝红茶

Litchi Black Tea

#### 蜜桃乌龙

Peach Oolong



# 就爱茶







抹茶(末)系列



## 九宇抹茶 TRANSWORLD MATCHA

# MOTCHA? MATCHA? THE PAST AND PRESENT OF MATCHA

#### 末茶? 抹茶?——抹茶的前世今生

抹茶起源于中国,盛行于唐宋,自明朝开始逐渐失传。唐宋期间,被西渡求佛的日本僧人带到了日本,融入了日本的文化中,并发扬光大,成为日本茶文化中重要的组成部分—日本茶道。直至 18 世纪,抹茶在日本有了工业化的加工方式,后开始慢慢率先在日本流行起来。进入 21 世纪,抹茶开始回归中国。



Matcha originally flourished in China during the Tang and Song Dynasties, but declined in the Ming Dynasty. During the Tang and Song Dynasties, the monks from Japan studied western Buddhism at Jingshan Temple and brought back the Jingshan tea ceremony (called Jingshan Motcha Banquet). They integrated their own culture into the ceremony, which became known as the Japanese tea ceremony, or the "Chanoyu." In the 18th century, the production of matcha was industrialized in Japan and matcha become popular all over the country. In the 21st century, matcha returned home to China.

#### 公元前约 2700 年开始吃茶

BC2700: Ancient Chinese started to eat fresh tea leaves as a medicinal plant

#### 唐代发明碾茶

The Tang Dynasty: Fresh tea leaves started to be cooked as an ingredient in soups

#### 宋代茶宴兴盛

Song Dynasty: Tea Ceremony ( Jingshan Matcha Ceremony) is established



Early 21st Century: Return of Matcha to China

#### 18 世纪初日本工业化生产

Early 18th Century: Matcha Production Industrialized in Japan

#### 明代抹茶衰落

Ming Dynasty: Matcha begins to decline in China

#### 南宋传入日本

The Southern Song Dynasty: Matcha and its ceremony Introduced to Japan



### 九宇抹茶 TRANSWORLD MATCHA



**\$ 1985** 

浙茶集团和日本三明株式会社在余杭创办中国首家茶叶领域的合资 公司——浙江三明茶业有限公司,开创蒸青茶工艺回归的序曲。

1985 - Zhejiang Tea Group and Japan Sanming Co.Ltd. established Zhejiang Sanming Tea Co., Ltd, the first Sino-Japanese joint venture in tea production in China, initiating the return of green tea steaming technology.



**2001** 

浙茶集团在浙江武义创办浙江武义骆驼制茶有限公司, 拉开碾茶回归 的序幕。

2001 - The establishment of Zhejiang Wuyi Camel Tea Co, Ltd by Zhejiang Tea Group in Wuyi county of Zhejiang province started the return of tencha production in China.



**2005** 

与日本爱雅株式会社成立合资公司,开启抹茶在中国生产的新篇章。

2005- Zhejiang Tea Group made a joint venture enterprise with Aiya Co., Ltd Japan to initiate the manufacture of matcha in China.



**2** 2006

抹茶开始规模化生产

2006 - the beginning of large commercial-scale production of matcha





**2011** 

径山茶宴入选第三批国家非物质文化遗产,从国家文化战略层面肯定 了抹茶的发展。

2011- Jingshan Tea Banquet was among the third batch to be selected as National Intangible Cultural Heritage, where the government affirmed the development of matcha from the perspective of national cultural strategy.



2017

浙茶集团在余杭径山脚下打造了浙茶集团·九宇有机·茶博园,打造 宋代茶宴复原地,拉开抹(末)茶回归故里的篇章。

2017 - Zhejiang Tea Group built an organic tea center at the foot of Jingshan Mountain that replicated the scene of the tea ceremony in the Song Dynasty, opening a new chapter in matcha's return home.



**3 2018** 

浙茶集团牵头制订的抹茶国标 GB/T34778-2017《抹茶》正式颁布。

2018 - the National Standard of matcha GB/ T34778-2017 formulated by Zhejiang Tea Group was enacted.



2019

中国国际茶文化研究会授予杭州余杭"中华抹茶之源" 中国国际茶文化研究会授予浙江武义"中国有机抹茶之乡" 中国国际茶文化研究会授予浙茶集团"中华末(抹)茶研究院"

2019 - China International Tea Culture Research Association awarded Yuhang, Hangzhou the title "The Original Source of Chinese Matcha". China International Tea Culture Research Association awarded Wuyi, Zhejiang "Hometown of Organic Matcha in China". China International Tea Culture Research Association awarded Zhejiang Tea Group the title: "Chinese Motcha (Matcha) Research Institute".

#### 九宇抹茶的优势

#### **TEAPLANTATION**

#### 茶园基地:

中国有机抹茶之乡——武义九龙山基地 中华抹茶之源 (千年抹茶径山源) -杭州径山基地

Hometown of Organic Matcha in China-the Tea plantation of Jiulong mountain, Wuyi county

The Origin Birthplace of Chinese Matcha-- the Tea plantation of Hangzhou Jingshan

#### PRODUCTION CRAFTWORK OF TENCHA

#### 碾茶工艺:

8米超高冷却散茶塔,高效冷却,保证碾茶翠绿色泽 5层掘井式远红外烘茶炉,打造独特茶香

8-meter height Efficient cooling tower ensure the greenish jade color of tencha.

5-layer Far infrared traditional tencha stove creates unique frangrance and flavor of tencha.



#### **VODIETIES CULTIVATION**

#### 品种栽培:

优先中国茶品种, 鸠坑群体种, 迎霜, 茂绿, 中茶系列 绿色、生态、安全的有机茶园管理标准

Choose excellent varieties in China include Jiukeng population, Yinshuang, Maoly, Zhongcha series.

Management standard of organic plantation is green, ecological and security.

#### **FINE GRINDING**

#### 精制研磨:

HTST,高温瞬时灭菌技术,十万级洁净化车间 极细研磨,精致好生活

HTST (High temperature short time sterilizer),

highly professionalized Matcha (Motcha) manufacturing workshop with air purification environment of 100000 degree

#### **ORGANIC MATCHA** | Super Grade

#### 有机抹茶 | 特级 原料: 碾茶

Ingredients: Tencha



色序・軒述り元 Color of the powder: Green and fresh, bright

Aroma: A distinctive shade-grown flavor



颗粒:细腻柔软 Appearance: Fine and smooth, soft



汤色:翠绿明亮



Color of the liquor: Bright jade green



用途: 茶道用, 饮品用, 冰淇淋用 Application: Tea ceremony, beverage, ice cream



#### MATCHA | First Grade

Taste: Fresh and distinct, intense

香气:覆盖香显著

滋味: 鲜醇味浓

抹茶 | 一级 原料: 碾茶

Ingredients: Tencha

颗粒:细腻均匀



色泽: 鲜绿

Color of the powder: Green and fresh



香气: 清香鲜爽

Aroma: Clean aroma, fresh and brisk



滋味: 鲜醇回甘

Taste: Fresh and distinct, sweet aftertaste



Appearance: Fine and smooth, uniform



汤色:绿明亮 Color of the liquor: Green and bright



用途: 饮品用, 冰淇淋用 Application: Beverage, ice cream



#### MATCHA | Second Grade

抹茶 | 二级 原料: 碾茶

Ingredients: Tencha



Color of the powder: Yellowish green



香气: 清香

Aroma: Clean aroma



汤色: 黄绿明亮

颗粒:细腻均匀



Appearance: Fine and smooth, uniform



用途: 饮品用, 冰淇淋用





烘焙抹茶 | 一级 原料: 碾茶

Aroma: Clean aroma and fresh and brisk

Ingredients: Tencha

▲ 色泽: 翠绿
Color of the powder: Jade Green

香气: 清香鲜爽

滋味: 醇正浓郁 Taste: Distinct and intense

Appearance: Fine and smooth, uniform



汤色: 鲜绿明亮 Color of the liquor: Green and fresh bright





用途: 烘焙用 Application: Baking

#### MATCHA FOR BAKING | Second Grade

烘焙抹茶|二級

原料: 碾茶

Ingredients: Tencha



▲ 色泽: 绿
Color of the powder: Green

Aroma: Clean aroma



Appearance: Fine and smooth, uniform



汤色: 黄绿明亮 Color of the liquor: Yellowish green and bright





用途: 烘焙用 Application: Baking

#### MATCHA FOR BEVERAGE

调饮抹茶

配料表: 抹茶、白砂糖

Ingredients: Matcha, sugar



Color of the powder: Light green



Aroma: Clean aroma







Appearance: Fine and smooth, uniform



Color of the liquor: Green and bright



用途: 调饮用





#### **POWDERED HOJICHA**

**焙茶末茶** 原料: 焙茶

Ingredients: Hojicha



色泽: 金黄 Color of the powder: Golden



Aroma: Baked flavor



Taste: sweet and mellow

颗粒:细腻均匀 Appearance: Fine and smooth, evenly



Color of the liquor: Light yellow



用途:调饮用,烘焙用,面食用 Application: Beverage, baking, wheaten food



#### **POWDERED STEAMED GREEN TEA**

原料:蒸青绿茶

Ingredients: Steamed green tea

Appearance: Fine and smooth, uniform



▲ 色泽: 杏黄
Color of the powder: Apricot yellow



香气: 清香



滋味: 鲜醇味浓 Taste: Fresh and mellow, heavy



Color of the liquor: Yellowish green and bright



用途:调饮用,烘焙用,面食用 Application: beverage, baking, wheaten food

#### 白茶末茶

原料: 白牡丹





色 色産・ 休良 Color of the powder: Greenish yellow

**POWDERED WHITE TEA** 



香气: 豆香 Aroma: Bean flavor



滋味: 鲜醇回甘

Ingredients: White peony

颗粒:细腻均匀

颗粒:细腻均匀



Appearance: Fine and smooth, uniform



Color of the liquor: Yellowish green and bright



用途:调饮用,烘焙用,面食用

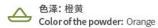
□ 10kg/箱, 20kg/箱, 定制小包装 10kg/Box, 20kg/Box, Tailored Made

#### POWDERED CEYLON TEA

#### 锡兰红茶粉

原料:锡兰红茶

Ingredients: Ceylon Tea



香气:花香、甜香



Appearance: Fine and smooth, evenly



Color of the liquor: Orange red



滋味:鲜甘醇

Taste: Fresh and mellow, sweet

Aroma: Flower flavor and sweet

用途:调饮用,烘焙用,面食用 Application: Beverage, baking, wheaten food

#### **POWDERED DA HONG PAO**

大红袍乌龙茶粉

香气: 果香、蜜香

原料: 大红袍

Ingredients: Da Hong Pao



色泽: 橙红 Color of the powder: Orange red

Aroma: Flavor of fruit and honey



Appearance: Fine and smooth, evenly



Color of the liquor: Red





用途:调饮用,烘焙用,面食用 Application: Beverage, baking, wheaten food

#### **POWDERED PUERH**

普洱茶粉

原料: 普洱茶

Ingredients: Puerh



色净. 吹紅 Color of the powder: Brick red



Aroma: Stale flavor



滋味: 纯正浓郁



Appearance: Fine and smooth, evenly



Color of the liquor: Dark red



用途: 调饮用, 烘焙用, 面食用 Application: Beverage, baking, wheaten food



#### **POWDERED JASMINE TEA**

#### 茉莉花茶粉

香气: 茉莉香

滋味: 浓郁略涩

Aroma: Jasmine flavor

原料: 茉莉花茶

Ingredients: Jasmine Tea



色泽: 杏黄
Color of the powder: Apricotyellow

Taste: Heavy and a bit astringency



颗粒:细腻均匀 Appearance: Fine and smooth, evenly



汤色: 黄绿明亮



Color of the liquor: Yellowish green and bright



用途:调饮用,烘焙用,面食用 Application: Beverage, baking, wheaten food

#### **POWDERED EARL GREY TEA**

伯爵红茶粉

原料: 伯爵红茶

Ingredients: Earl Grey Tea



Color of the powder: Orange



香气: 佛手柑香 Aroma: Bergamot flavor



滋味: 浓郁略涩

Taste: Heavy and a bit astringency



颗粒:细腻均匀 Appearance: Fine and smooth, evenly



汤色: 橙红明亮 Color of the liquor: Orange red and bright





用途: 调饮用, 烘焙用, 面食用 Application: Beverage, baking, wheaten food





#### 

配料表: 糖霜、全脂乳粉、脱脂乳粉、抹茶等

Ingredients: Sugar, whole milk powder, non-fat milk powder, matcha etc.



色泽: 浅绿

香气: 清香

Aroma: Clean

Color of the powder: Light green



颗粒:细腻均匀

Appearance: Fine and smooth, evenly





Color of the liquor: Green and bright



Application: Beverage





#### BLACK TEA LATTE | 红茶拿铁

滋味: 奶香浓郁, 茶香清新 Taste: The milk flavor is intense, and the tea flavor is clean

配料表:糖霜、全脂乳粉、脱脂乳粉、研磨红茶等

Ingredients: Sugar, whole milk powder, non-fat milk powder, powdered black tea etc.



Color of the powder: Light orange



颗粒:细腻均匀

Appearance: Fine and smooth, evenly



Aroma: Clean

Color of the liquor: Orange and bright



滋味: 奶香浓郁, 茶香醇厚

Taste: The milk flavor is intense, and the tea flavor is mellow

Application: Beverage





#### BAKED TEA LATTE 焙茶拿铁

配料表:糖霜、全脂乳粉、脱脂乳粉、研磨焙茶(7%)等

Ingredients: Sugar, whole milk powder, non-fat milk powder, powdered hojicha etc.



Aroma: Clean

Color of the powder: Light yellow



Appearance: Fine and smooth, evenly



Color of the liquor: Yellow and bright







☐ 15g/条, 8条/盒, 定制小包装 15g/pouch, 8pouches/box, Tailored Made

#### PURE MATCHA 原味抹茶

配料表: 碾茶 Ingredients: Tencha



色泽:鲜绿

Color of the powder: Fresh green



Aroma: Clean



滋味: 茶香清新 Taste: Freshness



颗粒:细腻均匀

Appearance: Fine and smooth, evenly



Color of the liquor: Fresh green and bright



用途: 调饮用 Application: Beverage





#### BLUEBERRY MATCHA | 蓝莓抹茶

配料表:抹茶、蓝莓果汁粉、山梨糖醇、复合益生菌,食用香精

Ingredients: Matcha, Blueberry juice powder, Sorbitol, compound probiotics, flavoring essence



色泽、奥球
Color of the powder: Yellowish green



香气: 清香

Aroma: Clean



滋味:茶香清新,蓝莓清甜

Taste: Freshness and light blueberry flavor



颗粒:细腻均匀

Appearance: Fine and smooth, evenly



Color of the liquor: Yellowish green and bright



Application: Beverage







#### PEACH MATCHA | 蜜桃抹茶

配料表:抹茶、蜜桃果汁粉、山梨糖醇、复合益生菌,食用香精

Ingredients: matcha, peach juice powder, sorbitol, compound probiotics, flavoring essence



○ 巴澤・河本

Color of the powder: Light green



Aroma: Clean



滋味: 茶香清新, 桃香清爽 Taste: Freshness and clean peach flavor



Appearance: Fine and smooth, evenly





Color of the liquor: Green and bright



用途: 调饮用











桃之夭夭 灼灼其华

# 径山笑颜

#### 浙茶集团70周年限量款



一千年前,南宋的文人审安老人创作了《茶具图赞》, 记录了当时最流行的十二种点茶茶具。

一千年后, 浙茶九宇出品《径山笑颜》, 撷取一抹宋风, 一抹桃红, 于天下径山的最美茶园演绎抹茶之美……

#### 勇创新

首创内外双色手工喷釉 形成独特的渐变效果 采用2020年大热潘通色一蜜桃色

#### 遵古法

由工龄超15年匠人手工操作 经1260度烧制而成 还原陶土的质朴又兼具高温瓷土的实用性

#### 循自然

天然石头釉 沿用中国传统器型 天目盏

# 点茶图



Step 1: 温碗

Step 2: 调膏

Step 3: 点茶

Step 4: 享用