



MATCHA LATTE

THE MODERN TRENDSETTER
FOR YOUR COMPANY

INHALT

03

WHAT IS MATCHA?

04

TREND DRINK:
MATCHA LATTE

05

MATCHA LATTE: DEVELOP-
MENT AND REPUTATION

06

MATCHA LATTE VS.
CAFFE LATTE

07

MATCHA LATTE
PREPARATION

08

AIYA MATCHA &
PREMIXES

09

ABOUT AIYA

11

WHAT OUR CUSTOMERS SAY

13

CONTACT US



WHAT IS MATCHA?

Matcha is finely grounded green tea, which is obtained from long-shaded and high-quality Tencha tea leaves.

Matcha is considered Japan's finest and rarest tea variety. It is rich in valuable ingredients. Matcha originated more than 800 years ago as a meditation drink for Buddhist monks. Today, Matcha has also become a trendy drink in European cafés.

But Matcha can do so much more - learn all about the green trend Matcha Latte here.

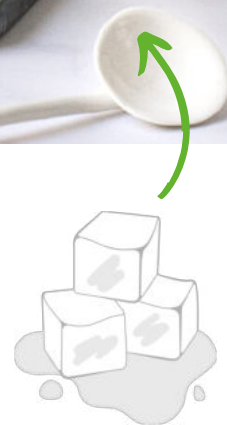




THE MODERN TRENDSETTER: MATCHA LATTE

Emerald green liquid, covered with clouds of milk foam - Matcha Latte is THE Japanese drink, which has meanwhile become an everyday luxury item for numerous consumers in Europe as well. The reasons for this are the unique, sweet taste and the effect, which promises a perfect balance of energy and relaxation. In addition, Matcha is considered a true superfood due to its valuable ingredients. Combined with a plant based drink or milk, Matcha Latte is an absolute trend drink. What was considered a rarity a few years ago has now arrived in Europe: Matcha Latte is available in a wide variety of variations and in more and more restaurants.

*Also a delicious
treat - Iced
Matcha Latte!*



Besides...

Kerry's latest Taste Report confirms that health has become a key factor in food consumption decisions. And also the taste of the green powder is convincing:

*Matcha is one of the
fastest growing flavors in
the Drinks & Sweets
categories!*

Source: Kerry Marketing Insights Taste Program 2022, categories Beverages and Sweets for Europe & Russia



SERVE THESE FOOD TRENDS WITH MATCHA LATTE.

1. The population says they want to eat healthier food, but taste is still the top priority when it comes to motivating people to buy.
2. Nutrition is now a strong factor of individualism. People express themselves through their diet.
3. The ability to concentrate is an important factor in the overall quality of life for many consumers.

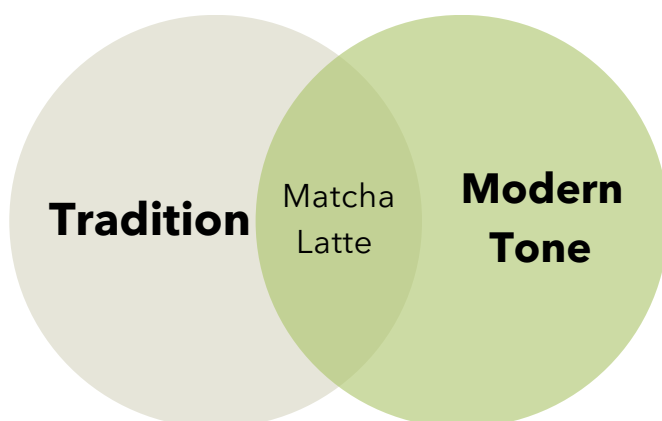
Source: Food Ingredient Global Insight Report: Data from studies by FMCG Gurus



MATCHA (LATTE) - DEVELOPMENT & REPUTATION

CENTURIES OF TRADITION

Buddhist monks discovered Matcha on their journeys to China over 800 years ago. On their return to Japan, they brought the tea plants with them and began cultivating tea there. Even then, Matcha was a very valuable drink, the consumption of which was reserved for the social elite. The Buddhist monks treasured the drink during their long meditation sessions. The samurai, in turn, enjoyed a bowl of Matcha before their fights as it made them stronger and gave them sustained energy and focus. Matcha has traditionally always drunk as part of a tea ceremony, and this ritual is still practiced today.



JAPAN - HOLLYWOOD - EUROPE

The trend drink Matcha (Latte), which originated in Japan, first conquered the USA before it came to Europe. Especially in the Cafés in Hollywood, Matcha Latte or iced Matcha Latte has become indispensable in recent years. Over time, it has become more and more popular and is now also spreading in Europe. AIYA has been founded in 2009 and was the first Matcha brand in Europe. AIYA has laid the foundation for Matcha and Matcha Latte in Europe.

MATCHA LATTE VS. CAFFE LATTE

A COMPARISON



MATCHA LATTE

Light pastel green with a white milk foam crown, gentle umami note.



LOOK AND TASTE

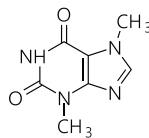


CAFFE LATTE

Walnut brown with a white milk foam crown, tart, slightly bitter note.

Released in the gut: Effects come later and last longer, with no subsequent dip.

CAFFEINE



Released in the stomach: Fast and strong invigorating effect, often followed by a low.

DIGESTIBILITY

Known for its antibacterial effect and good tolerability.*



Stimulates metabolism, but contains acid. It can cause heartburn.*

REPUTATION

Innovative, modern trend drink, which is gaining popularity.



Classic hot drink, which is firmly anchored in gastronomy.

CONCLUSION

Source: *eatsmarter.de

Matcha Latte not only looks more interesting, but also scores with its umami note and its good digestibility. Add an innovative touch to your business and offer high-quality AIYA Matcha Latte in addition to Caffe Latte.

MATCHA LATTE PREPARATION

STEP 1: PREPARE THE PURE MATCHA



Sieve the Matcha



Add some hot water (max. 80°C)



Whisk the Matcha with a bamboo whisk until frothy



Enjoy



TIPS



- For a perfect taste experience, we recommend using a plant-based drink such as oat drink, coconut drink or similar.
- For the perfect frothy top, we recommend using either a barista edition or a plant-based drink with a high protein content. These foam particularly well!



STEP 2: STEAM THE MILK/PLANT BASED DRINK



For Matcha Latte, froth milk or plant drink, pour into a glass and then add the prepared Matcha.


THE QUICK WAY:


Aiya Matcha for Latte is perfectly suited for the quick enjoyment of Matcha Latte. Stir 1 tbsp (10g) Matcha for Latte Premix with 200ml of hot milk, add milk froth and serve.

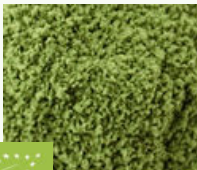



OUR AIYA MATCHA LATTE OFFER FOR YOU.

At AIYA, you can choose between four qualities and a premix to create your perfect Matcha Latte.

KOTOBUKI

Taste
Mild, gentle.

TSUKI

Taste
Strong, robust, slightly tart.

FUKU

Taste
Slightly tart, yet gentle.

HOJICHA

Taste
Nutty, spicy, slightly sweet, notes of coffee, chocolate & green tea.

Finest tea powder, obtained from the highest quality overshadowed green tea (Tencha), gently roasted.

AIYA LATTE MIXES TO GO

Taste
Creamy fresh matcha flavor with soft sweetness.



Taste
nutty-sweet drinking pleasure (low caffeine)

Vegan and organic quality
Quick preparation
Branded or unbranded



MATCHA MASTERS SINCE 1888



ABOUT US:

AIYA has been producing the best matcha in the world since 1888 and organic matcha tea since 1978. This makes AIYA the absolute pioneer among Japan's organic producers. Even after more than 130 years of success, the AIYA corporate group is still a family business.

AIYA has been active in Europe for 20 years and is the Matcha pioneer on the market. AIYA's European headquarters are in the tea and port city of Hamburg. Today, we are there for you as a competent Matcha expert. Are you based in the tea trade or in the food or beverage industry? Feel free to get in touch with your contact at AIYA Europe at any time!

Products and applications with Matcha tea are becoming more and more popular worldwide, also in the entire European market. Your advantage: You speak directly with the world's No. 1 Matcha producer and directly with your contacts in Europe. Top quality, reliability, state-of-the-art certifications and the best price-performance ratio are important to you? Contact us – we can't wait to welcome you soon as a customer at AIYA Europe.

**AIYA | YOUR
EXPERT FOR
MATCHA AND TEA
POWDER**





ABOUT 130 YEARS OF MATCHA EXPERTISE

In addition to unique products, AIYA also offers you ideas and creative inputs so that you can benefit from our years of experience and expertise. This is one of the many differences that points AIYA from other suppliers out.

AIYA QUALITY - THE HIGHEST OF STANDARDS

YOUR BENEFITS WITH AIYA:

FAST AVAILABILITY

You order, AIYA delivers. With your Matcha order, you are guaranteed a smooth process and a fast delivery time. All AIYA Matcha products are available for you in our warehouses in Germany.

ALWAYS THERE FOR YOU

Take advantage from the Matcha expertise of AIYA's sales and service staff and get advice in over 6 languages - from the many uses of Matcha to ordering and proper marketing.

REFRIGERATED SUPPLY CHAIN

To guarantee you the best product quality, AIYA Matcha is produced in a refrigerated environment, transported in refrigerated containers and stored in refrigerated warehouses. You are also welcome to have the product delivered cooled to your company premises.

HIGH SAFETY STANDARDS

Enjoy carefree with AIYA's all-round safety package. This includes quality controls directly on site in Japan, analyses by accredited laboratories, audits carried out according to internationally recognised standards and production that is 100% organic and pesticide-free.

HIGHEST PRODUCT QUALITY

Let the unique Aiya quality convince you. Our quality standards are internationally confirmed. They bear the seal of approval of numerous certification bodies that are recognised and respected in the industry.



WHAT OUR CUSTOMERS SAY

KLYO I NORA M.

"Our customers have approached us and increasingly asked if we have Matcha in our menu. As a result, we have tried different Matcha powders. Cheaper products did not dissolve so well in milk or water. Finally, we came across you (AIYA), where the quality was right."



Since 2017, KLYO in Vienna has been serving its customers healthy, homemade food and drinks made from regional and high-quality ingredients. The increased demand for Matcha led to a collaboration with AIYA. Since then, Matcha Latte and Iced Matcha Latte are common and often ordered drinks at KLYO in summer, says Nora.

MB MAISTO EKSPERTAI I JONAS J.

"We found AIYA on the internet as Matcha supplier. We were able to get samples, selected what we needed and ordered our products. The attention and communication from AIYA is something other suppliers need to learn. [...] Customer support is amazing. Looking forward to working with AIYA in the future."



MB MAISTO EKSPERTAI is a health food restaurant in Lithuania. Tapas are on the menu along with many different creations with Asian influence. AIYA Matcha is used in fine desserts and delicacies. Jonas is very enthusiastic about Matcha: "We are thinking about opening a Matcha themed POS. AIYA's portfolio will definitely be a big part of our business."

DICHEM FOODS I ILIANA P.

"The follow up from AIYA after our first meeting was highly professional and the presentations we received were very informative and indeed helped us to understand Matcha tea and its functionality in more depth. Consequently we decided to proceed further with our collaboration [...] This gave us the opportunity to determine also the quality of AIYA's products, which proved to be excellent."



DICHEM FOODS is a Greek food wholesaler selling raw materials. "AIYA's products have successfully enriched our product portfolio and contributed to the health and functional profile of our company, which we intend to further strengthen. AIYA's products are very well received by our customers and we have already seen success stories in the beverage sector," said Iliana.

WHAT OUR CUSTOMERS SAY

HAKUMA I Lukas W. Sales 

HAKUMA.COM

Beverage manufacturer

"Due to the high quality of the teas in our products, AIYA has certainly contributed to our success."

Deimos I Francesca M. Business Unit Manager 

Deimos
GROUP

Wholesaler for food ingredients

"AIYA's range of Matcha green tea allows us to visit customers and tell the story of an ingredient with an incredible history, tradition and excellent nutritional and beneficial qualities for the human body."

KoRo I Gloria V. Operations Manager 

KoRo

Food retailer

"Regarding AIYA Europe's influence on the success of their company: "Having products with excellent quality in our portfolio contributes significantly to our company's success. The product ratings on our website speak for themselves."

MOTIKO I Anna B. Sales & Key Account Manager 



Dessert manufacturer

"We have positive reactions and feedbacks from the customer for the Matcha products which we offer in our stores and those markets where we are present, thereby - good demand and sales."

Lola & Smith I Lola H. Co-Founder 

Coffee Shop

"I am so happy with my experience : great support from the team, samples before my order, many tips. We talked before our order, during the shipping and after. Great communication! AIYA is partner that I recommend and I will keep working with this wonderful team [...]"

yourharvest I Tanja K. & Colin I. Produkt Manager 

yourharvest

Food wholesaler

"The cooperation is very pleasant and we benefit a lot from AIYA's great expertise, also in application questions. In addition, we very much appreciate the reliable and professional processing of orders."

DISCOVER AIYA MATCHA LATTE



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