

PRIVATE LABEL

YOUR GUIDE TO YOUR OWN BRAND
WITH AIYA MATCHA



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WHAT IS MATCHA ?

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

Matcha is considered the noblest and rarest tea variety in Japan. It is rich in valuable ingredients. Over 800 years ago, Matcha found its origin as a meditation drink of Buddhist monks. Today, Matcha has arrived in Europe as a trendy drink.

Learn how to start your own Matcha brand with AIYA [here](#).





PRIVATE LABEL: THIS IS WHY WE ARE THE RIGHT MATCHA PARTNER FOR YOU

BENEFIT FROM OUR QUALITY & EXPERTISE

As the Japanese market leader for Matcha tea, we set the highest standards and offer the best product quality under optimal environmental conditions. And we haven't just been doing this since Matcha became an international trend, but for 130 years as a family tradition.

AIYA teas are among the safest tea products in the world. As the market leader of Matcha tea, meeting strict international food standards is part of our duty. Our high standards in food safety and hygiene have been awarded several times: AIYA is the first matcha producer to be FSSC 22000 certified (plus AIB-Superior) and additionally meets EU organic and JAS organic quality criteria. Selected products are Rainforest Alliance certified. Furthermore, our products are kosher and IFS Broker certified.

OUR CERTIFICATES:



Certified organic (EU)



Certified organic (JP)



Kosher



Certified IFS Broker

4 STEPS TO YOUR OWN BRAND



1. CHOOSE DESIRED PRODUCT

Choose your desired product from our various Premium Matcha qualities. You will find our detailed product selection on page 6.



2. CHOOSE PACKAGING

You can choose from different packaging options such as tinplate cans, PE-coated aroma-sealed bags, sachets or cardboard wrap cans. Pick the most suitable packaging for you.



3. REQUEST AN AIYA OFFER

In the next step, we will provide you with a comprehensive offer to suit your requirements, as well as product samples and the specifications for your label.



4. FINALIZE YOUR ORDER

Finally, you will get all the info from us regarding delivery and general conditions.

OUR AIYA MATCHA QUALITIES

As with all teas, there are different qualities of Matcha, which differ in taste, appearance and ingredients. At AIYA you can choose between six qualities. So you are guaranteed to find the right matcha for your needs.

Quality

TASTE

PROPERTIES

HORAI

Premium ceremonial

Mild, sweet, gentle finish

Exquisite quality, recommended for pure enjoyment

AKASHI

Ceremonial elevated

Rich aroma, fruity notes, bittersweet

Premium entry-level Matcha for the daily needs of a Matcha connoisseur

IZUMI

Ceremonial

Strong, hearty, slightly tart

Introductory matcha for beginners, ideal as a source of extra daily energy

KOTOBUKI

Ceremonial

Tart, slightly bitter, strong

Ceremonial tea quality, recommended for pure enjoyment. Also usable as a high quality ingredient for chocolate, ice cream etc.

FUKU

Upscale quality

mild, gentle slightly spicy

Perfect as an ingredient for dishes and confectionery. Especially suitable for milk-based drinks and chocolate

TSUKI

Base quality

strong, earthy, slightly spicy

Perfect for matcha lattes and other matcha based drinks

DISCOVER OUR TEA LATTE MIXES

For larger orders* we also offer our Tea Latte Mixes for Matcha & Chai Latte in 120g, 500g or 1kg packages. More information is available upon request.

*from an annual order value of 100,000 EUR

OUR AIYA PRIVATE LABEL PRODUCT RANGE

ORGANIC, CERTIFIED WITH EU ORGANIC GUARANTEE



**Can 30g
(silver & white)**

Qualities:

- Horai
- Akashi
- Izumi
- Fuku



**Stand-up bag
(silver & white)**

Qualities:

- Kotobuki (500g)
- Tsuki (50g & 500g)

We have these products available for you in stock. On request, you can of course also order larger quantities. We ask you to take the minimum quantities for goods without label* from the table.

Availability: Small quantity: 1-2 business days + delivery time (for unlabeled goods), large quantity: on request.

Product	Container	Quality	MC**	MOQ
Horai	30g can	Premium ceremonial	100	100
Akashi	30g can	Ceremonial upscale	100	100
Kotobuki	500g bag	Ceremonial	10	10
Izumi	30g bag	Ceremonial	100	100
Fuku	30g can	For beginners	100	100
Tsuki	50g bag	For further processing	100	100
	500g bag		10	10

* Goods with labeling are only possible for larger orders (from 100,000 EUR/year). We will be happy to provide you with further information on request.

**MC = Number of individual items per Mastercase carton

OUR AIYA PRIVATE LABEL PACKAGING OPTIONS

We can offer you these products when you place an order. The lead time of your desired solution will be calculated individually. Proper packaging of Matcha and tea products is very important. Therefore, we offer a variety of packaging options. Choose the most suitable solution for you.

This is what your private label products could look like



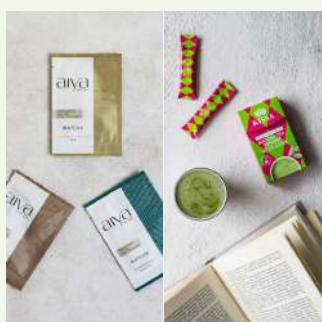
TIN CAN

- Screw cap with aroma seal inside (until first opening)
- Can be labeled with top stickers, wrap-around labels and bottom labels



STAND-UP BAG

- Resealable with tear notch
- Can be labeled with label on front and back



SACHETS & STICKS

- Disposable packaging - not resealable
- Can be labeled as sachet (label on front and back) or with direct printing



CARDBOARD CAN

- Resealable with aroma seal inside (until first opening)
- Direct all around printing
- Can be labeled with top stickers and bottom labeling

Scan the QR code to get more information on product specifications as well as label die-cutting templates.



READY FOR YOUR OWN BRAND? GET IN TOUCH WITH US!



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