Ingredients
Each bottle contains:

Pure certified organic premium
matcha green tea (Camellia sinensis) ............... 30 g or 100 g

Ingredients in this formula have been validated for potency and identity, and certified free of heavy metals, pesticides and solvent residues using:
• Inductively Coupled Plasma Optical Emission Spectrometer (ICP-OES)
• Headspace Gas Chromatography (organic solvent residues)
• Disintegration
• Standard Microbiological Assay
• HPLCs with Diode Arrays UV-VIS Detectors / Refractive Index Detectors

Matcha Green Tea

Certified organic powdered green tea

• First harvest from shade-grown green tea
• Potent source of antioxidants
• Boosts energy and burns fat
• Stimulates the metabolism
• Improves focus and mood

Matcha Green Tea
Sold exclusively to finer health food stores
newrootsherbal.com/store
An Ancient Tea Rich in History and Tradition

Matcha Green Tea comes from the same leaf as any green tea (Camellia sinensis), but is different as it’s a stone-ground powder of the entire tea leaf, whereas traditional Chinese- and Japanese-style green teas are made of the tea leaf’s brewed water.

With a history that spans over a thousand years, matcha is inextricably linked to Japan’s lineage of meditation and ceremony. Brought back to Japan from China in the 12th century by Eisai, the monk credited with introducing Zen Buddhism to Japan, matcha green tea powder became the foundation of Chado, the sacred Japanese tea ceremony embraced by the samurai warriors of the 13th century and still practiced today.

Shade-Grown and Hand-Harvested

Sourced from the young, tender tips of the first tea harvest, Matcha Green Tea’s journey from leaf to powder is a slow and meticulous process that first requires drying and steaming the entire leaf, and then removing the spine of the leaf to expose the sweet, meaty part (tencha). Next, the tencha is ground to a very fine, bright-green powder and kept tightly sealed to prevent oxidation. Unlike leaf tea, matcha is unfermented and never roasted or pan-fried; just steamed, so there’s no bitterness. The tea’s liquor is characterized both by its luminous green colour and a delicious creaminess that has been described as its savory taste or umami, which in Japanese signifies a “fifth flavour” (after salty, sour, sweet, and bitter).

Antioxidant-Rich Supertea

Because Matcha Green Tea is made from the entire tea leaf, it contains the antioxidants, minerals, and nutrients of 10 cups of green tea, elevating it to supertea status. Antioxidants are vital nutrients that scavenge the free radicals responsible for oxidative damage to our body’s cells and tissues, leading to premature aging and illness. What makes matcha so special is its catechin polyphenols, a powerful and unique class of antioxidant not found in other foods. Matcha has three times the catechins of green tea,[1] and 60% of those come from EGCG (epigallocatechin gallate), which is credited with chemoprotective properties.[2, 3]

Matcha Green Tea Benefits

Antioxidants also prevent inflammation and collagen damage in the skin, and help preserve the skin’s suppleness and vitality. A joint study by the USDA Agricultural Research Service and Tufts University measured the ORAC (Oxygen Radical Absorbance Capacity) rating of a number of different foods, running scientifically controlled experiments to objectively analyze each food’s antioxidant levels. Matcha topped the scale with an impressive 1300 units per gram on the ORAC scale, as compared to blueberries and pomegranates at 91 and 105 respectively, both well-regarded antioxidant powerhouses. This translates as protection for your skin against premature aging and damage associated with UV rays, pollution, and radiation.

Boosts Energy and Calms the Mind

Matcha Green Tea is also rich in the amino acid L-theanine, a unique mood enhancer that relaxes the mind and sharpens concentration. The synergy between matcha’s amino acids and gentle form of caffeine create such a calm alertness that Buddhist monks and samurai warriors are said to have drunk the tea to assist them in reaching deeper meditative states. L-Theanine can also help lower blood pressure and anxiety, as well as combat depression.

Burns Fat, Detoxifies the Body, and Strengthens the Heart

Not only does Matcha Green Tea help burn fat, but it also uses the body’s stored fat to improve physical endurance and athletic performance. Studies showing matcha’s beneficial effects on the body fat composition and the regulation of blood glucose levels make it a promising preventative and therapeutic tool for obesity and type II diabetes. Matcha is also a potent cardioprotective agent, and because our Matcha Green Tea is shade-grown, the detoxifying powers of the abundant chlorophyll responsible for its bright green colour are as powerful as they are safe.

Hand-harvested, certified organic, sustainably farmed, ethnically sourced, and shade-grown, New Roots Herbal’s Matcha Green Tea is one of the most potent and pure sources of EGCG antioxidants, L-theanine, and chlorophyll. As delicious as it is nutritious, New Roots Herbal’s Matcha Green Tea is sure to be an important addition to your daily health-care routine.

Tips and Tricks

Aficionados swear by matcha-specific tools of the trade: a matcha bowl, a bamboo whisk, a bamboo matcha scoop, a linen tea cloth, a matcha sifter, and a thermometer. While these are great things to add to your matcha collection, don’t let their absence stop you from enjoying your New Roots Herbal’s Matcha Green Tea right away. Here are a few recipes to get you started.

• Classic Matcha Tea: Preheat your teacup by rinsing it with piping hot water. Then, sift in ½–1 teaspoon of Matcha Green Tea and use a bamboo whisk to mix it together with 170 ml (6 oz.) of hot water. Adjust powder/water ratio to suit your taste. Drink and enjoy!

• Matcha Latte: Fill your mug with hot water to preheat, and set aside. Heat your milk in a saucepan on the stove over medium heat. In a small bowl or container, combine a teaspoon of Matcha Green Tea with 56 ml (2 oz.) of water to create a paste of “melted” matcha. When the milk is hot, empty the hot water from the mug and replace it with 170 ml (6 oz.) of milk. Then, add the melted matcha to your preheated mug, stirring to blend well. Top with frothed milk and dust with matcha powder. Nondairy milk works great too! Feel free to add your own flavours, like agave syrup, honey, cinnamon, ginger, etc. It’s also great over ice on a hot day.

• Coconut Water / Berry Matcha Smoothie: You can add 1 teaspoon of Matcha Green Tea to any of your smoothie recipes, but one of our favourites calls for 125 ml (½ cup) of coconut water, 125 ml (½ cup) of ice, one banana, 62.5 ml (¼ cup) of blueberries, and 1 teaspoon of Matcha Green Tea.

• Matcha Breakfast Bowl: 250 ml (1 cup) of Greek yogurt, 62.5 ml (¼ cup) of blueberries, 2 teaspoons of Matcha Green Tea, a drizzle of honey, and a sprinkle of golden flax seed, make this a breakfast bowl of champions. Add a scoop of organic granola for some added crunch and fiber!

Recommended Daily Intake

Take ½–1 teaspoon daily.

References