



A COMPLETE MATCHA OFFERING



WHAT IS MATCHA?

Matcha is shade-grown green tea. The leaves are stone-ground into a fine powder used to make a traditional Japanese green tea. The matcha powder is mixed with water, so when you drink matcha you ingest the entire tea leaf and receive 100% of the nutrients. It's a powerhouse beverage!

Matcha production is an art: shading at the right time, plucking, steaming, drying, de-stemming, sorting, grinding...you get the picture. Good matcha is comes from the highest quality tea leaves. You'll find the most expensive matchas are the greenest and have the finest powder.

BENEFITS OF MATCHA

- Healthy: Nutrient rich, energizing, full of antioxidants.
- Versatile: Add to many beverages, hot or iced.
- Low-caffeine: All-day beverage.





MATCHA IS SUPER HEALTHY



energy



memory



stress
relief



metabolism
boost



detox



High in the amino acid L-Theanine:

- Counteracts stress and anxiety. Improves alertness.
- Improves memory.
- Helps prevent strokes.

High in vitamin C:

- Boosts immune system.
- Good for skin and teeth.
- Offsets some effects of alcohol and nicotine.

Full of antioxidants:

- Help fight free radicals and prevent cancer.

High in potassium:

- Supports cardiovascular health.

Contains caffeine:

- Boosts metabolism.
- Helps control appetite.



two leaves

AND A BUD

EST.



2004

NICE MATCHA





NICE MATCHA MIX

A fresh take on matcha! Use this **less-sweet, dairy-free** matcha powder to create fresh Hot or Iced Matcha Lattes, green tea smoothies, or other matcha beverages.

It is **perfectly sweetened** to enhance, not detract, from the authentic green tea flavor, so you can **taste matcha, not sugar!**



two leaves
AND A BUD
EST. 2004

NICE MATCHA

NATURALLY NICE

A delicious, balanced, approachable matcha with a smooth finish and nice mouth-feel. Enjoyed by both matcha fans and novices alike.

- **Less sweet:** on trend away from sugary beverages and artificial sweeteners.
- **Dairy-free** (unlike many matcha mixes).
- **Vibrant green color.**
- **Just 4 ingredients.** No weird chemicals!





NICE & SIMPLE

NICE MATCHA Latte Recipe

1. Steam a couple ounces milk + matcha together to fully mix matcha.

2. Fill cup with steamed milk, and create latte art!*

* If not making latte art, skip step 1 and simply steam all the milk and matcha together.

Make NICE MATCHA Iced!

1. Steam a couple ounces milk + matcha together.

2. Fill service cup with 8 oz cold milk.

3. Add the dissolved matcha to the cold milk. Mix with a whisk.

4. Top with ice to fill the cup.

* Or mix matcha, milk, and ice together in a cocktail shaker!

Vanilla Cream Matcha: Add a pump of vanilla syrup. Top with whipped cream – extra points for a light dusting of NICE MATCHA on top.

Matcha Cocoa: Combine matcha with Hot Chocolate and top with whipped cream and a dusting of NICE MATCHA.

The Vegan: use hemp or cashew milk and add agave nectar.



A large, vibrant green spiral of matcha powder is centered on a white background, creating a hypnotic, swirling pattern that draws the eye towards the center.

**100% Organic Ceremonial-Grade
Japanese Matcha Green Tea**



Pure Matcha



This ceremonial-grade matcha has one ingredient: Premium Organic Green Tea.

Packaged in single-serve sticks, the matcha stays fresh, and it's perfectly portioned for one 4 - 8oz hot matcha tea in a cup or ceremonial bowl. Or customers can mix the matcha into their water bottles with cool water for a super powered beverage.

This matcha is everything we love: top-of-the-world tasty *and* convenient!





Easy to Prepare



HOT MATCHA

Pour 1 matcha stick in a cup or matcha bowl.

Add a couple ounces of hot water (off boil, 195°).

Whisk until it froths or use hand-held electric frother.

Fill cup with more hot water to taste (about 4-8oz total).

COLD MATCHA

Pour 1 matcha stick in a 16oz or less water bottle.

Shake well. Enjoy!

