

## Organic Matcha Powder



### What is organic matcha powder?

**Organic Matcha Powder** is meticulously produced from 100% pure, organically grown green tea leaves. The unique cultivation process begins weeks before harvest, when tea bushes are covered to protect them from direct sunlight. This shade-growing enhances chlorophyll production, resulting in the tea's vibrant green color, and increases the levels of beneficial compounds like **L-theanine** and antioxidants. After harvesting, the leaves are steamed, dried, and then carefully de-stemmed and de-veined to produce "tencha." This tencha is then traditionally stone-ground into an ultra-fine, free-flowing powder. The organic certification guarantees that the tea is cultivated and processed without synthetic pesticides, herbicides, GMOs, or artificial additives, aligning with strict clean-label and natural ingredient standards.

**Organic Matcha Powder** is highly valued for its unique combination of functional benefits and sensory appeal:

- **Antioxidant Powerhouse:** Exceptionally rich in **catechins**, particularly **Epigallocatechin Gallate (EGCG)**, powerful antioxidants that help combat oxidative stress.

- **Calm Alertness:** Contains **L-theanine**, an amino acid that promotes a state of relaxed awareness, reducing caffeine jitters and supporting focus.
- **Natural Energy Boost:** Provides natural caffeine, delivered in a sustained manner by L-theanine.
- **Vibrant Color & Umami Flavor:** Offers a striking emerald green hue and a complex, savory “umami” taste profile that enhances culinary creations.
- **Whole-Leaf Nutrition:** Since the entire leaf is consumed, matcha provides all the nutrients present in the tea leaf, including fiber, vitamins, and minerals.

With its robust functional benefits, captivating color, and unique flavor, our **Organic Matcha Powder** is the ideal ingredient for manufacturers looking to enhance the health profile, aesthetic appeal, and market value of their products with a pure, transparent, and premium superfood.

## Specifications

Attribute	Details
<b>Common Names</b>	Organic Green Tea Powder, Organic Japanese Matcha
<b>Latin Name</b>	<i>Camellia sinensis</i> (Matcha Grade)
<b>Source</b>	100% Organic Shade-Grown Green Tea Leaves
<b>Processing</b>	Shade-grown, steamed, dried, de-stemmed/de-veined, stone-ground
<b>Grade</b>	Typically Culinary Grade (suitable for food/beverage), Ceremonial Grade available upon request
<b>Appearance</b>	Ultra-fine, vibrant green powder
<b>Flavor</b>	Characteristic earthy, slightly vegetal, sweet with rich umami notes
<b>Texture</b>	Very fine, silky powder

Attribute	Details
<b>Chlorophyll Content</b>	High (contributes to vibrant color)
<b>L-Theanine Content</b>	Naturally occurring, typically higher than regular green tea
<b>EGCG Content</b>	High (major antioxidant catechin)
<b>Caffeine Content</b>	Naturally occurring (approx. 20-35mg per gram, varies by grade/batch)
<b>Moisture Content</b>	Max 5%
<b>Particle Size</b>	Very fine (e.g., <10 microns for ceremonial, slightly larger for culinary)
<b>Solubility</b>	Dispersible in water (does not fully dissolve due to whole leaf content)
<b>Microbiological Purity</b>	Meets international food safety standards (e.g., <i>E. coli</i> , <i>Salmonella</i> absent, low total plate count)
<b>Heavy Metals</b>	Low levels, compliant with international regulations

## Key Features

- **Superior Antioxidant Power:** Loaded with **catechins**, especially EGCG, which are powerful antioxidants that help protect the body from free radical damage and support cellular health.
- **Enhanced Focus & Calm Alertness:** The high concentration of **L-theanine** works synergistically with natural caffeine to promote sustained energy, improved focus, and a relaxed state without the jitters often associated with coffee.
- **Natural Energy Boost:** Provides clean, sustained energy, making it an excellent alternative to synthetic stimulants.

- **Vibrant Natural Colorant:** Imparts a stunning, emerald green hue to products, serving as a clean-label alternative to artificial dyes and appealing to visual consumer preferences.
- **Rich Umami Flavor Profile:** Offers a complex, savory, and slightly sweet taste that adds depth and sophistication to various culinary creations.
- **Whole-Leaf Nutrition:** Since the entire tea leaf is consumed, customers benefit from all the vitamins, minerals, fiber, and chlorophyll present in the leaf.
- **Organic & Clean Label:** Certified organic and non-GMO, free from synthetic pesticides, herbicides, and artificial additives, meeting strict consumer demands for purity and transparency.
- **Versatile Application:** Suitable for a wide array of food and beverage products, from traditional ceremonial drinks to modern culinary innovations.

## Applications

Our **Organic Matcha Powder** is an incredibly versatile and in-demand ingredient for a multitude of B2B applications across the beverage, functional food, bakery, and nutraceutical industries:

- **Beverages:**
  - **Matcha Lattes & Teas:** The core ingredient for hot and iced lattes, traditional matcha tea, and ceremonial preparations.
  - **Functional Drinks:** Enhances smoothies, juice blends, energy drinks, and ready-to-drink wellness beverages.
  - **Powdered Drink Mixes:** For instant matcha lattes, energy mixes, or superfood blends.
- **Functional Foods & Snacks:**
  - **Energy Bars & Protein Bars:** Adds a unique flavor, color, and functional boost.
  - **Yogurts & Desserts:** Flavors and colors dairy and plant-based yogurts, ice creams, puddings, and custards.
  - **Snack Bites & Balls:** For healthy, vibrant, and energy-boosting snacks.
- **Bakery & Confectionery:**
  - **Cakes, Cookies, Muffins:** Natural colorant and flavor enhancer in baked goods.
  - **Chocolates & Candies:** Creates unique matcha-flavored confectionery items.
- **Nutraceuticals & Dietary Supplements:**

- As an ingredient in **antioxidant supplements**, cognitive support formulas, and natural energy boosters (capsules, tablets, or powdered blends).

## Why Choose Our Organic Matcha Powder?

Partnering with us for your **Organic Matcha Powder** needs ensures a premium, high-demand ingredient that addresses critical market trends and consumer preferences:

- **Premium Quality & Authentic Sourcing:** Our matcha is sourced from certified organic tea gardens utilizing traditional shade-growing and stone-grinding techniques for superior color, flavor, and nutrient profile.
- **Deliver Unique Functional Benefits:** Offer products that provide not just energy, but also calm focus (L-theanine) and powerful antioxidant support (EGCG).
- **Meet Clean Label & Superfood Trends:** Capitalize on the growing consumer demand for natural, organic, and highly beneficial superfood ingredients.
- **Guaranteed Organic Certification:** Our matcha adheres to stringent organic standards, vital for your clean-label and premium product lines.
- **Consistent Quality & Purity:** Rigorous quality control and testing protocols ensure a reliable, pure, and safe product batch after batch, meeting the highest international food safety standards.
- **Robust & Scalable Supply Chain:** As a dedicated B2B supplier, we offer dependable sourcing and the capacity to meet your production demands, from small to bulk orders, efficiently and consistently.
- **Comprehensive Technical Support:** Our team provides detailed data sheets, Certificates of Analysis (CoAs), and expert guidance to support your product development, labeling, and regulatory compliance needs.

## FAQs

### Q: What is the difference between ceremonial grade and culinary grade Organic Matcha Powder?

A: **Ceremonial grade** matcha is typically brighter green, has a milder, sweeter flavor, and is meant for drinking plain, often prepared traditionally with a whisk. **Culinary grade** matcha is slightly less vibrant and has a more robust, sometimes more astringent flavor that holds up well when mixed with

other ingredients in lattes, baked goods, and functional foods. Our primary offering is culinary grade, but ceremonial grade can be sourced upon request.

### **Q: Does Organic Matcha Powder fully dissolve in liquids?**

A: No, **Organic Matcha Powder** is made from the entire tea leaf, so it is **dispersible** rather than fully soluble. When mixed into liquids, it forms a suspension, which is why whisking is often recommended to prevent sedimentation.

### **Q: What's the typical shelf life and recommended storage for bulk quantities?**

A: Our **Organic Matcha Powder** typically has a shelf life of **12-24 months** (depending on storage conditions and grade) from the manufacturing date when stored in a cool, dark, dry place (below 70°F / 21°C), away from direct sunlight, moisture, and strong odors, in its original sealed, airtight packaging. Refrigeration after opening is often recommended to preserve color and freshness.

### **Q: Is your Organic Matcha Powder non-GMO?**

A: Yes, as a certified organic product, our **Organic Matcha Powder** is inherently **Non-GMO**, as it is derived from organically cultivated tea plants grown without genetically modified organisms.

### **Q: What is EGCG and L-theanine, and why are they important in matcha?**

A: **EGCG (Epigallocatechin Gallate)** is the most abundant and powerful catechin (antioxidant) in green tea, particularly concentrated in matcha. **L-theanine** is an amino acid unique to tea that promotes relaxation and alpha brain wave activity, counteracting the stimulating effects of caffeine to provide "calm alertness" and enhanced focus.

## **Packing**

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Want to learn more about this product or have any questions?

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