

# MATCHA



## THE NEXT IT INGREDIENT: MATCHA

Magic happens when an ingredient breaks out of its expected role. Take miso. Typically seen in a savory Asian application like a soup base, miso crossed over into the sweet worlds of confectionery, frozen desserts and more because health conscious and food obsessed consumers couldn't get enough. And crossover lightning has struck again—this time in the form of matcha. The bright green powder is the next “it” ingredient because it's loaded with health benefits and plays nice with both sweet and savory.

Matcha is typically seen as the star of Japanese tea ceremonies and is becoming the favorite of the local coffeehouse. A category of green tea, matcha is derived from Tencha leaves that are protected from the sun prior to harvesting to boost chlorophyll and L-theanine making it uber healthy. Consumers love matcha's high levels of antioxidants, its ability to both reduce stress yet invigorate, giving them a good feeling alternative to coffee and traditional green teas. Matcha's earthy, herbal flavor and fine texture make it superlative for sweet goods and beverages and as you'll see...savory applications as well.



### BEYOND THE CUP: The Case for Matcha

- Consumers are embracing plant based diets with a vengeance and matcha fits the criteria perfectly. 33% of consumers said they consume green teas most out of all the popular better-for-you foods.<sup>1</sup>
- Matcha's popularity with consumers can be linked to their desire to eat healthier and to be more educated about what they eat. Matcha products are expected to grow 25% per year between 2015-2018 and this trend is expected to continue.<sup>2</sup>
- Green tea consumption increased 60% between 2004-2014.<sup>3</sup> Given that it was named one of the top ten superfoods by dieticians for 2017, this trend is just starting to bloom.
- Google Trends reports the interest in matcha has increased 100 fold since 2004 as it shows 100 searches in 2016 for every 1 search in 2004. The search engine labels matcha searches as “breakout,” signifying they're too big to measure. Green tea searches have increased 250% and matcha tea searches have increased 140%.<sup>4</sup>

Here's why you should give this matcha-ble ingredient a try.



## SPOTTED & SEEN

### Matcha at the Grocer

- In the snack category, Vegan Rob's Spinach & Matcha Kettle Chips were introduced in February 2016 and promise to pack antioxidants in every savory crunch. Chicago-based Garret Popcorn Shop wowed consumers with their Matcha CaramelCrisp, a 2016 seasonal offering. Chapul, the cricket protein pioneer brand, has created a matcha tea cricket flour protein bar with goji and nori. (U.S.)
- Specialty food expert, Dean and DeLuca partnered with famed Japanese confectioner, Malebranche, to introduce a matcha green tea cookie in November 2016. Called Maru Cha Cha, the cookie is expected to woo customers with its slightly sweet and healthy nutritional profile. (U.S.)
- Nissin Matcha Cup of Noodles- In January 2017, the iconic brand launched a Matcha Seafood Flavor Cup of Noodles taking instant ramen to a whole new savory level. Matcha is getting double billing in both the broth and the noodle – proof positive it plays nice with savory. (Japan)
- Japanese mochi ice cream innovator, Mikawaya will launch a green tea flavored premium ice cream wrapped in sweet dough. Called MyMo, the brand will feature six other flavors and Millennials are expected to crave them all. (U.S.)
- The RTD category had two new entrants with Callia Farms Matcha Almondmilk and REBBL Tonic's bottled matcha latte. (U.S.)
- Matcha Oreos took Japan by storm in 2016 but never made their way across the ocean. To that we only have one word: why? (Japan)

### Matcha Everywhere Else

- Matcha flavored salt sprinkled over a green tea infused Chawan-Mushi (Indian savory egg custard) filled with mushrooms and shrimp: Green tea is showcased in both the custard and a matcha infused salt / [kahakaikitchen.blogspot.com](http://kahakaikitchen.blogspot.com)
- Matcha roast chicken and leeks – Matcha in a spice rub for roast chicken? Yes, please! / [Food Network](http://FoodNetwork)
- Miso glazed eggplant with matcha rice – A little matcha infused rice never hurt anybody / [epicmatcha.com](http://epicmatcha.com)
- Savory matcha cheesecake – Matcha expresses its savory side in a cheesecake perfect for an appetizer / [epicmatcha.com](http://epicmatcha.com)
- Matcha spaghetti cacio e pepe- Steeping matcha in the wet ingredients of your pasta dough adds a distinctive matcha taste and the spicy pepper takes this trendy dish over the top / [ladyandpups.com](http://ladyandpups.com)
- Matcha soft pretzels – Make a healthier soft pretzel courtesy of matcha / [Pinterest](http://Pinterest)
- Jasmine chicken soup with green tea soba – Kick up chicken soup with matcha and feel better instantly / [sunset.com](http://sunset.com)
- Pasta with seaweed matcha butter and vegan scallops – Wakame seasoning paired with matcha powder makes a luscious butter that is the perfect mate for pasta and “scallops” made from king oyster mushrooms / [olivesfordinner.com](http://olivesfordinner.com)
- Matcha green tea pancakes – Take pancakes to a whole new level with a touch of matcha and coconut / [thehealthyfoodie.com](http://thehealthyfoodie.com)
- Green tea caramel – Whether spread on a crumpet or scone, this matcha caramel is otherworldly. / [bashfulbao.com](http://bashfulbao.com)

### Meet Our Matcha Green Tea Powder

Nikken's 8770 Matcha Green Tea Powder is a bright green tea powder made from Tencha leaves that are shielded from sunlight before being harvested. The shade-grown tea leaves accumulate high levels of amino acids, resulting in a rich umami taste. Made of 100% ceremonial grade matcha green tea, 8770 Matcha Green Tea Powder is equally comfortable in soup, sauce, appetizer, beverage and sweet applications.



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Sources  
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<sup>2</sup> <http://coffeeblenders.com/blog/matcha-green-tea-growth-statistics-and-consumer-trends/>  
<sup>3</sup> <http://www.foodnavigator-usa.com/Markets/More-Americans-are-reaching-for-green-tea-consumer-survey-reveals>  
<sup>4</sup> Google Trends