

The Power of Japanese Food and Beverage: Beyond Matcha



atelier kotonocha

March 30 2026 at EHL Hospitality Business School, Lausanne

任命状

スイス

シュルモリ なつみ 様

あなたを2026年度日本茶大使
JAPAN TEA Goodwill Ambassador
に任命いたします
2026年2月1日

任命期間 2026年2月1日～2027年1月31日

特定非営利活動法人

日本茶インストラクター協会

宮路 和明



Certificate of Appointment

NATSUMI SURMELY

Switzerland

We hereby appoint you as a

2026 Japan Tea Goodwill Ambassador

February 1, 2026

Term of Appointment:

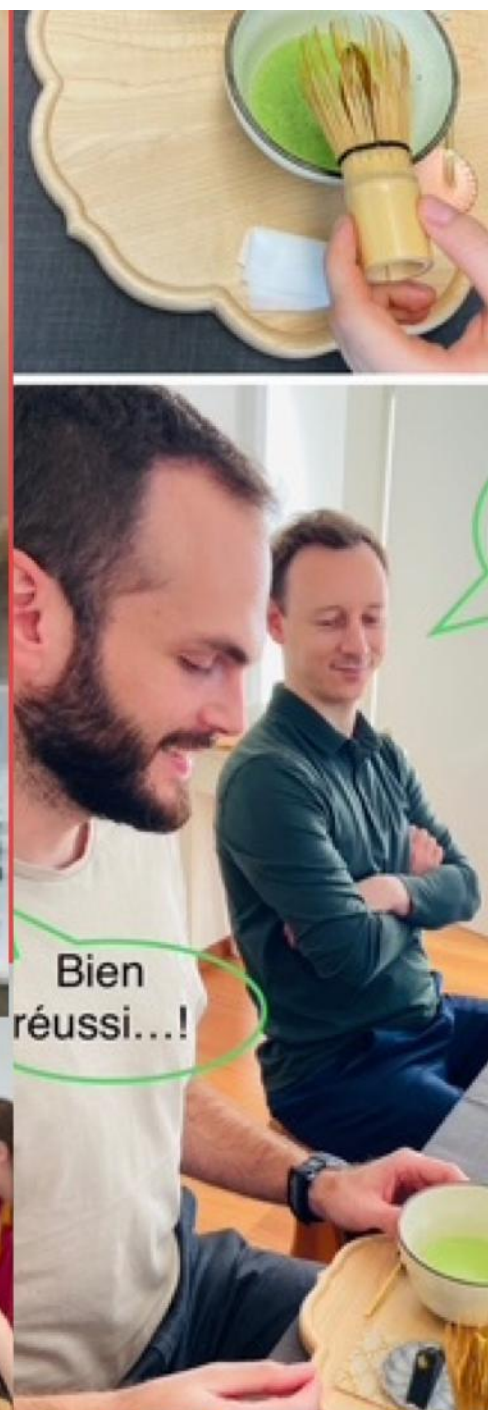
February 1, 2026 – January 31, 2027

Specified Nonprofit Corporation
Japan Tea Instructor Association

KAZUAKI MIZAJI

宮路 和明

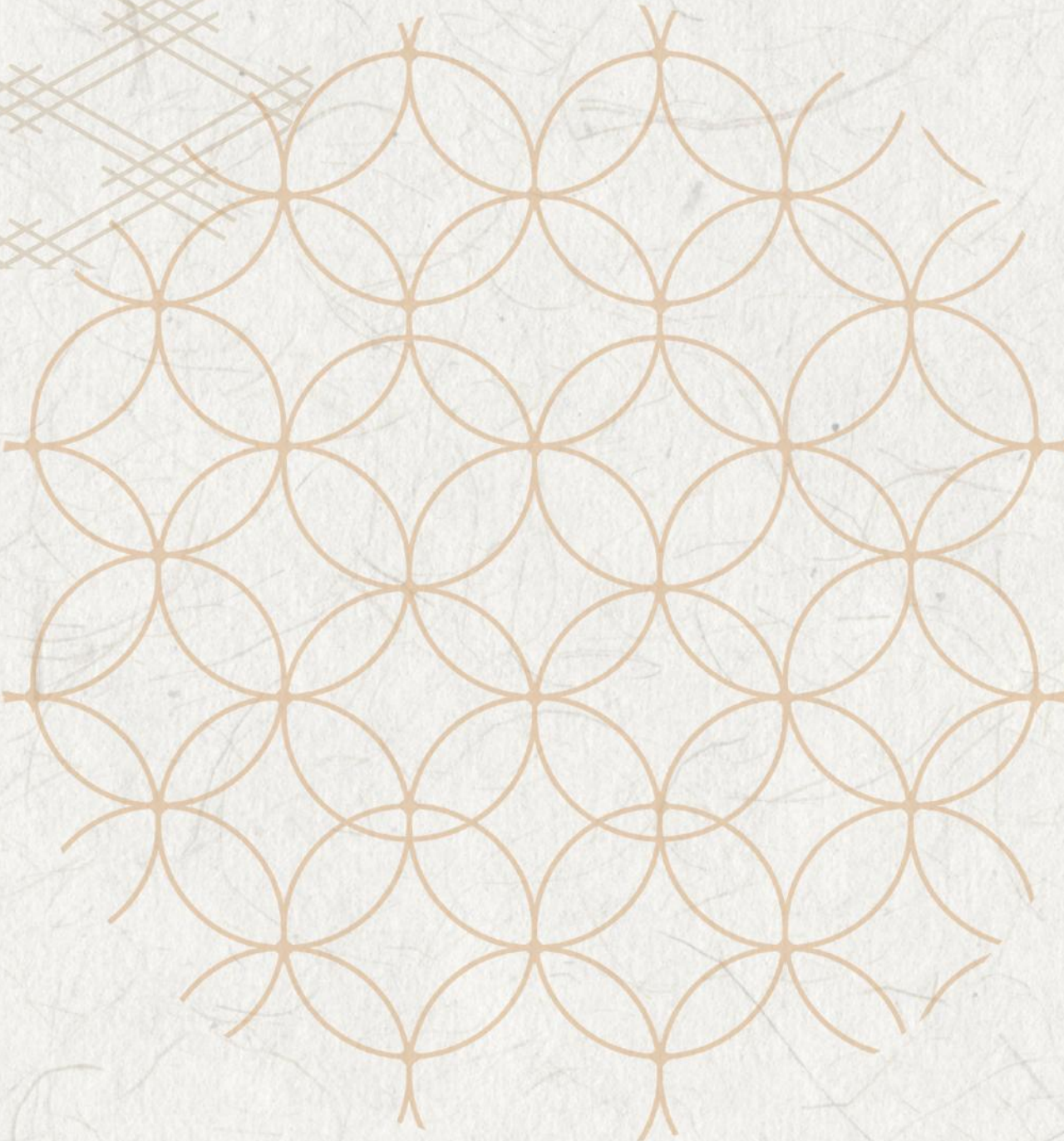




Overview



- 1 Introduction- Toast
- 2 Exploring & Tasting
 - Fukamushi Sencha / Role of Steaming in Japanese Tea
 - Kukicha-Karigané / Benefits of Green Tea
 - Hôjicha / The Relaxing Effects of Aroma
- 3 Tradition and Art of Matcha
- 4 Seasonal Sips: Japanese Tea with a Swiss Twist
- 5 Closing



JAPANESE GREEN TEA



FUKAMUSHI SENCHA



KUKICHA



HÔJICHA

A SIP OF TEA

茶

Cha / Sa





日常茶飯事

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SOMETHING AS ORDINARY AS
TEA AND RICE—PART OF EVERYDAY LIFE



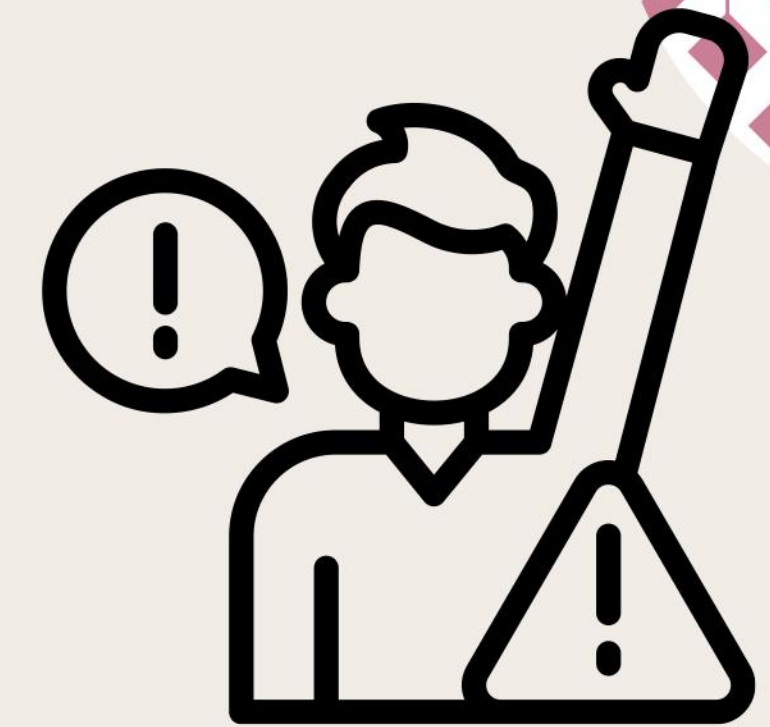
茶々を入れる

cha

cha

wo

ireru



『To add tea』

It later came to mean casually adding a comment or playfully interrupting during a conversation



緑茶の出る水道がある

Fukamushi Sencha

Q: why is this tea such a deep green color?

- A. Because it is artificially colored
- B. Because less water is used
- C. Because the leaves are broken into fine particles during steaming

Various types of tea can be made from the same tea tree

Fresh Tea Leaves



Steaming → Rolling → Drying ➤

Pan-frying → Rolling → Drying ➤

Withering → Bruising → Rolling → Drying ➤

Withering → Rolling → Fermentation → Drying ➤

GREEN TEA
(Non-Fermented Tea)

SENCHA

KAMAIRICHA

BLUE TEA
(Semi-Fermented Tea)

OOLONG

BLACK TEA
(Fermented Tea)















UNSHADED teas and SHADED teas



FUKAMUSHI SENCHA

Cold-brewed deep-steamed sencha offers a delicate sweetness, vibrant green hue, and a smooth, umami-rich flavor with minimal astringency



Type	Steaming Time	Color	Flavor	Notes
<p>Lightly Steamed Sencha (Asamushi)</p> 	~ 30–40 sec.	 <p>Clear, Light Green</p>	 <p>Delicate, Mild</p>	 <p>Leaves mostly intact; Gentle taste</p>
<p>Medium Steamed Sencha (Chumushi)</p> 	~ 40–60 sec.	 <p>Medium Green</p>	 <p>Balanced</p>	 <p>Slightly stronger; Partially broken leaves</p>
<p>Deeply Steamed Sencha (Fukamushi)</p> 	~ 70–90 sec.	 <p>Rich, Deep Green</p>	 <p>Full-bodied, Rich Umami</p>	 <p>Finely broken; More nutrients</p>

Kukicha

Q : Do you think high-quality tea is always made only from leaves?

A : Yes

B : No

KUKICHA KARIGANE



Shaded Teas

One of the hallmarks of high-quality Japanese tea is its rich umami flavor, which comes from a higher concentration of the amino acid L-theanine. By shading the tea plants, sunlight is reduced, slowing catechin production and making the tea naturally sweeter and less bitter



**GYOKURO
KABUSECHA**



**TENCHA
for MATCHA**

Green tea contains three key components:

catechins • caffeine • theanine

Catechins act as powerful antioxidants, supporting overall health.
(50–100 mg/cup)

Caffeine gently stimulates the mind, improving alertness.
(20–40 mg of caffeine/cup)

Theanine promotes relaxation and helps reduce stress.
(5–20 mg/cup)

For daily enjoyment, 2 to 4 cups of green tea is generally considered a healthy and balanced intake.



Hôjicha

Q : What makes Hôjicha different from regular green tea?

- A) It is fermented like black tea
- B) The leaves are roasted over high heat
- C) It is made from only the youngest tea leaves

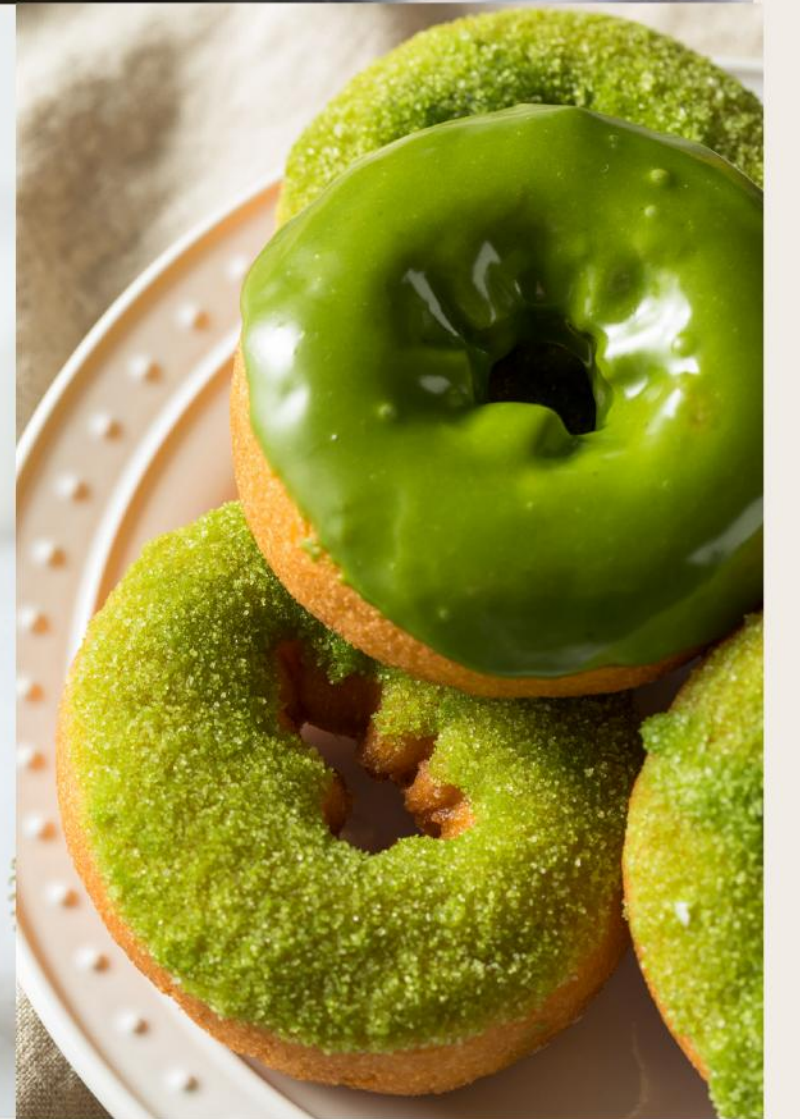
HÔJICHA



Hôji-ru = to roast



MATCHA



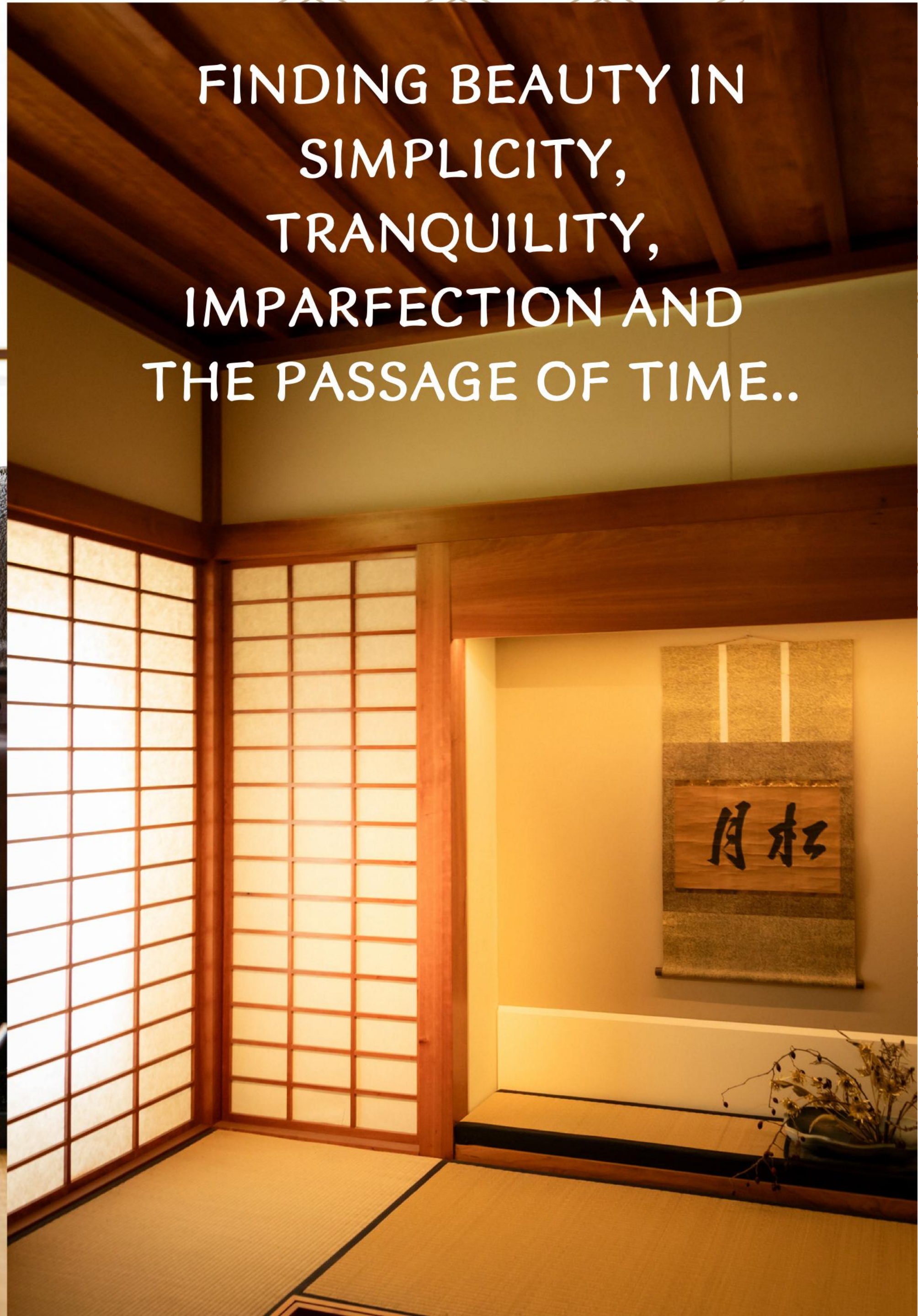




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FINDING BEAUTY IN
SIMPLICITY,
TRANQUILITY,
IMPERFECTION AND
THE PASSAGE OF TIME..



How to Make Matcha at home

1. What you need

- Matcha powder
(high-quality ceremonial grade if possible)
- Tea strainer (to sift the matcha)
- Chawan (a tea bowl)
- Chasen (a bamboo whisk)
- Chashaku (a bamboo scoop) or a small teaspoon
- Small amount of cold water
- Hot water (around 75-90°C / 167-194°F)



2. Steps

1. Sift the Matcha powder : This helps to remove any lumps and ensures a smooth texture.
2. Add Matcha to the bowl : Use about 2 scoops of matcha (about 1 teaspoon) depending on how strong you want it.
3. Add water and gently knead it a little so that they become well combined.
4. Pour a small amount of hot water (about 60-90 ml / 2-3 oz) into the bowl.
5. Whisk the Matcha: Using the chasen, whisk in a "W" or zigzag motion until it becomes frothy. The whisking should be brisk and consistent, creating a creamy layer of foam on top.

Enjoy!

A Taste of the Seasons

SPRING

SUMMER

AUTUMN

WINTER



SHIZU 7132

SAKURA SENCHA

BENIFŪKI

KABUSECHA

FUKAMUSHI SENCHA

KUKICHA

WA-KŌCHA

ICED MATCHA

KAMAIRI CHA

MATCHA

HŌJICHA

BANCHA

GYOKURO

Why Not a Refreshing Beverage Option for Your Guests?



Fukamushi Sencha

+



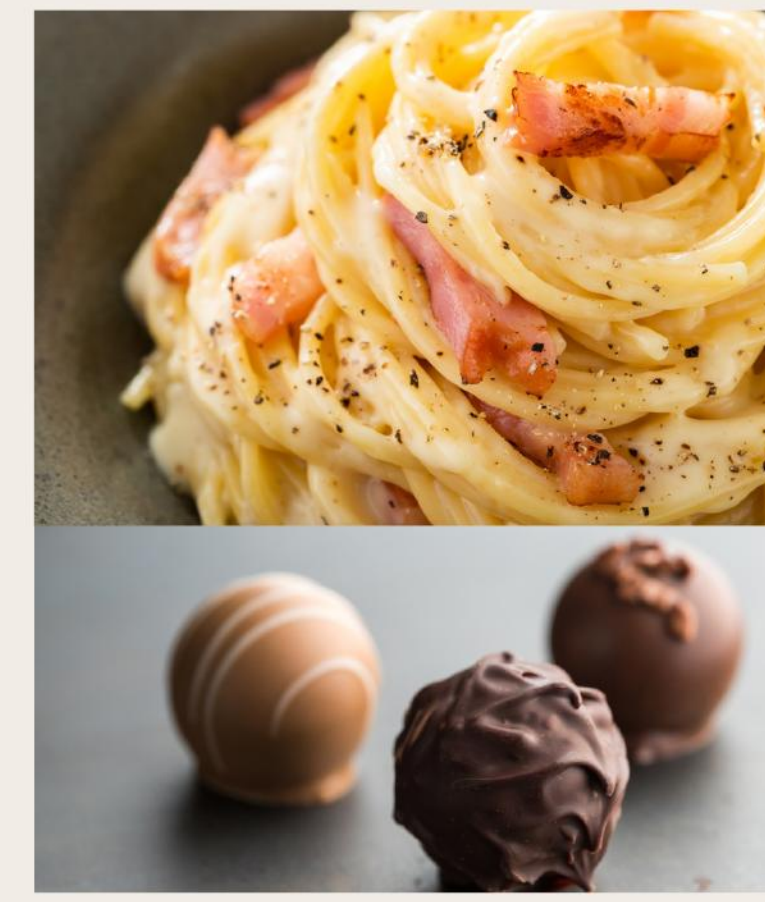
Kukicha

+



Hôjicha

+



Matcha

+



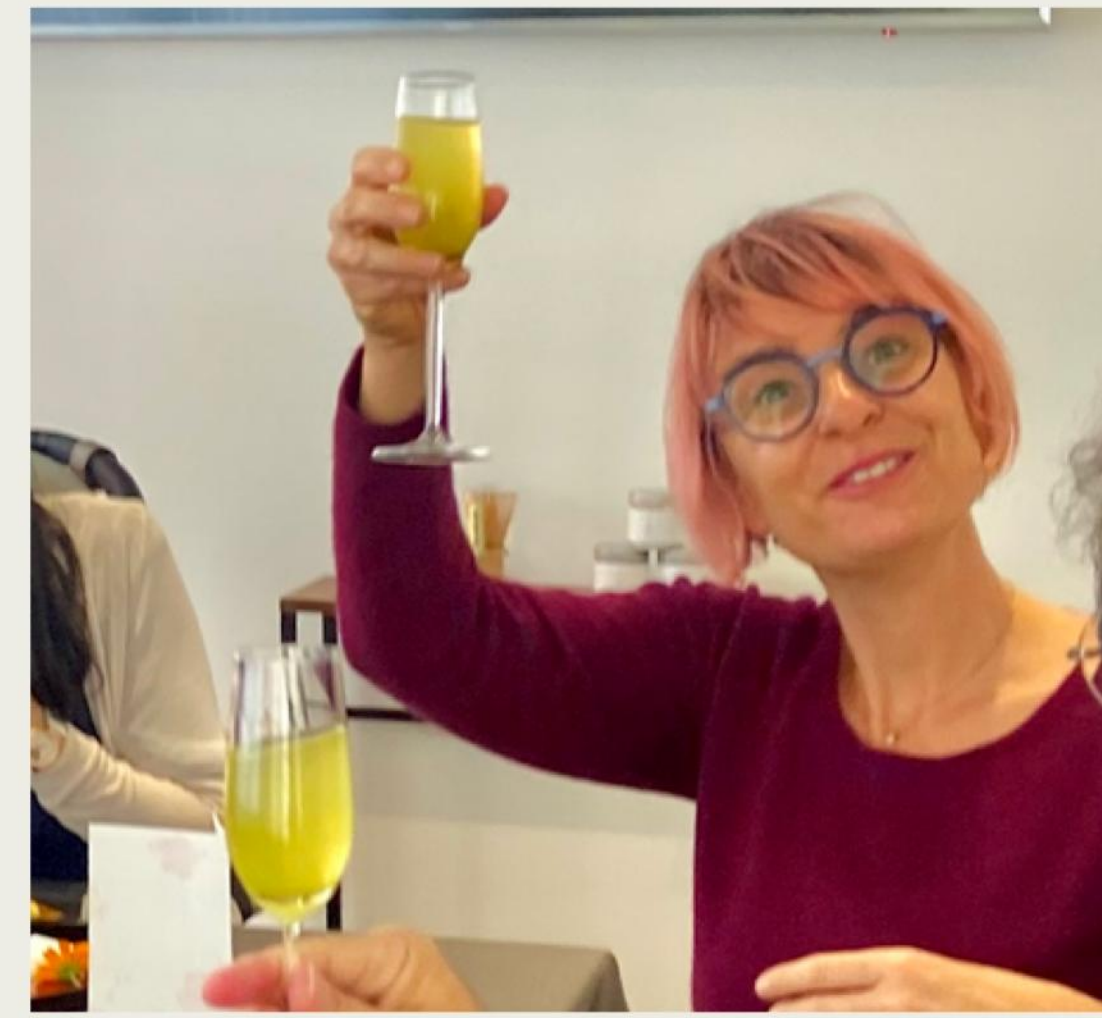


 **160th**
日本・スイス国交樹立記念
Anniversary of Diplomatic Relations
between Japan and Switzerland

AperiTEA
Apéro à la japonaise

Savourez la symphonie des délices
nippo-suisses

スイスのアペロに和の趣を添えて...
日本茶とのペアリングをお愉しみください



The image features decorative geometric patterns in the corners. The top-right corner has overlapping circles with intricate patterns in shades of green, purple, and yellow. The bottom-left corner has a large yellow circle with a white geometric pattern and a smaller purple circle with a white geometric pattern. The central text is on a light orange rectangular background.

一

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A once-in-a-lifetime encounter

Thank you!



atelier kotonocha

