

# Lady Bonin brings Japanese Matcha green tea to SA

From the hills of Kyoto comes Matcha, a tea steeped in Japanese lore. It's a finely ground tea leaf that was first used by Zen monks, as it was believed to invoke mental clarity and physical energy. The Japanese regard Matcha as the equivalent of 10 cups of green tea!



The tea leaves used to make Matcha are shade grown, which produces more chlorophyll, antioxidants and a higher concentrate of the amino acid L-theanine, stabilising the stimulation that caffeine brings. And because the tea leaf is ingested, drinking Matcha also means that you consume more of what green tea has to offer.

After an [exploratory journey to Japan](#) to visit the farms and immerse in its culture and traditions, Lady Bonin's Tea sought organic Matcha green tea to bring to South Africa.

The organic [Matcha](#) is sourced through a company that supports small-scale family farms in the Uji region of Kyoto, Japan. The farms have been family run for generations, each generation passing down accumulated knowledge, wisdom and expertise to the next. Their organic methods are also generations old. It is very difficult to produce Matcha that is organic, and not bitter, so the farms and factory have unique methods that ensure the best quality and flavour. The high demand of Matcha has supported these small farms to increase production, benefitting their livelihoods.

## Sustainable farming practices

Lady Bonin's Tea blends and distributes organic loose-leaf teas sourced directly from farms that use sustainable farming practices and are community driven. The teas and herbs, by their source, are exceptionally high in quality, improving nutritive content and flavour density.

The company currently distributes to retail outlets, online, and through its own shop avenues. It also provides bulk teas with curated menus and experiences to the restaurant trade. And with the support of the DTI, has just entered the export market, focusing on Malaysia, China, Japan, the UK and the US.

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