

DE 2025

KEIKO

PREMIUM JAPANESE GREEN TEA

100 % ORGANIC

JAPANESE GREEN TEA

SENCHA, KABUSECHA AND
OTHER GREEN TEA SPECIALTIES

cultivation, preparation and varieties



www.keiko.de



KEIKO

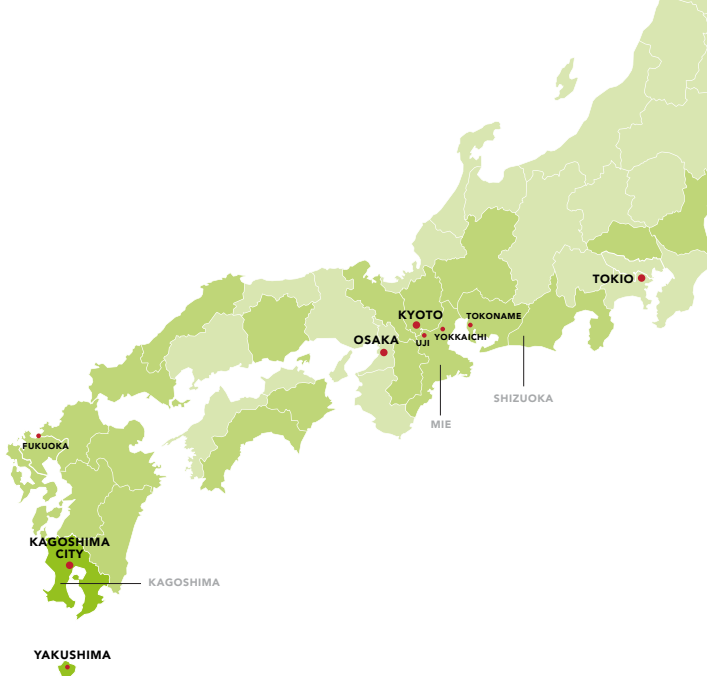
PREMIUM JAPANESE GREEN TEA
100 % ORGANIC



Green tea comes in many different varieties. Even the colour in the cup can range from a pale yellow to various shades of green and even dark amber, depending on how the tea is cultivated, processed, and prepared.

KEIKO green tea is steamed immediately after harvesting, as is customary in Japan. This gentle processing preserves the high active ingredient content of the tea leaves in the best possible way. All KEIKO teas are grown in Kagoshima in southern Japan: on the company's own organic farm or by long-standing partners in the Kagoshima region.

- ✓ A wide variety of premium quality green teas since 1992 from controlled organic cultivation
- ✓ Rich in active ingredients thanks to gentle and innovative processing methods
- ✓ Fresh quality thanks to oxidation-proof packaging



KABUSECHA - JAPANESE HALF-SHADE SENCHA

In Kagoshima Prefecture in southern Japan, the tea is cultivated in optimal growing conditions and shaded with special nets (Japanese: kabuse). The nets are put up by hand 7 to 10 days before the harvest and only let half of the sunlight through. This method of cultivation comes closest to the light conditions favoured by the wild tea bush. As a result, half-shade tea develops more active ingredients and a particularly fragrant, fresh flavour.

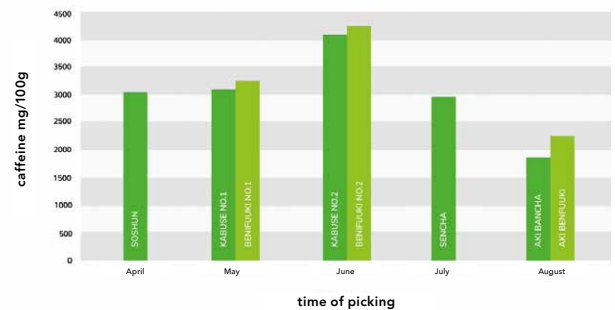
The tea plants also benefit from the nutrient-rich ash that the nearby Sakurajima volcano regularly spreads across the region.



THE TIME OF PICKING DETERMINES THE QUALITY

In addition to the volcanic soil and the location, it is the climatic influences that characterise the quality of the tea.

After the winter months, the mild spring sun in Kagoshima's subtropical climate causes the tea leaves to be particularly rich in flavour and active ingredients. This leads to a remarkably high content of theanine and vitamin C in the first early picking, while the caffeine content, for example, decreases significantly after the summer picking (see graph, based on an analysis by Institut Kurz, 2015).



THE KEIKO PRODUCTION PROCESS

We put special emphasis on preserving a maximum of all the special ingredients present in the fresh tea leaves.

Thanks to the optimised steaming process, the leaf pores open up particularly well, so that the entire complex of active ingredients and the fine aroma components becomes available in the best possible way and after a short infusion time. As rich in nutrients as these teas are, as sensitive are they to oxygen. To protect them from oxidation, they are sealed in airtight pouches.

The steamed teas from the early harvests in particular are characterised by a finely fragmented leaf structure and an extract content that is unrivalled. These teas promise full flavour and maximum yield.



The growth under the kabuse net reflects the natural light conditions of the wild tea bush and ensures the highest possible extract content.





PREMIUM GREEN TEA

When the first buds appear on the tea bush in spring, we follow their development with excitement. The teas from these first fine leaves have an outstanding full and sweet flavour due to their very high theanine content, which is further enhanced by the shading of the bushes before harvesting (kabusecha and gyokuro).

Weather conditions and volcanic activity have a major influence on the development of the flavours and active ingredients of the tea plants. Our tea tasters therefore combine different batches and tea cultivars in such a way that the characteristic flavour of the respective teas is always achieved anew.



An exception to this are **the seasonal teas** from the harvest of a single year. It is therefore always exciting to discover the unique flavours and aromas of the Shincha and other seasonal teas in each new season.



Cold brew possible: Premium green teas can also be prepared with cold water. This allows the fine flavours to unfold especially gently and ensures a refreshing taste experience.

Number of infusions for
premium green teas



SYMBOLS



Intensity of
firing



Intensity of
steaming



Time of picking



NEW



SHINCHA CLASSIC

Available in 50 g and 200 g packs

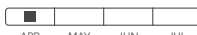


Shincha (the 'new tea') is made from the first tender leaves of spring. An absolutely fresh tasting and fragrant tea due to a lower degree of drying, Shincha Classic impresses with its complex, full-bodied flavours.



SHINCHA YUME

Available in a 50 g pack

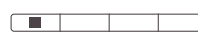


Shincha Yume is a single-variety Shincha made from the notably fragrant cultivar Yume Kaori, which surprises anew every year with its fresh aroma. This rare variety is characterised by the harmony of its multi-faceted, sweet and fresh taste and great fragrance.



SHINCHA SAE MIDORI

Available in a 50 g pack

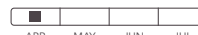


This merely lightly steamed, aromatic-sweet tea from the Sae Midori cultivar convinces with a silky-smooth sweetness and a full-bodied flavour, with a long finish that is somewhat reminiscent of gyokuro.



ARACHA SHINCHA

Available in 50 g and 150 g packs



Aracha is a raw tea that is only partially processed and less intensively dried. When infused, it releases the same intoxicating fragrance as when the freshly picked tea leaves are steamed on site in the tea garden in Japan. This tea should be consumed quickly after opening the pack due to the higher residual moisture content of the leaves.



SAE TEZUMI

Available in a 40 g pack

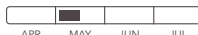


An exceptional tea experience made from hand-picked, fine tea leaves from the first early picking of the award-winning cultivar Sae Midori. Only the finest and best tea tips end up in the harvest baskets for this half-shade tea – the result is a wonderfully clear, lively tea with a tangy, soft sweetness, a light green cup colour, and a light scent of fresh pine needles in spring.



GYOKURO KIWAMI

Available in a 50 g pack

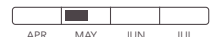


Enjoy a harmonious flavour with the subtle sweetness typical of gyokuro, paired with refreshingly fruity spice, and a long, full-bodied finish. The infusion of the small, dark green, needle-shaped leaves reveals an unusually green colour for gyokuro and a fresh, invigorating aroma in the cup, especially in the second infusion.



SAE GYOKURO

Available in a 40 g pack



Growing organic green tea in full shade as gyokuro is an art that finds its perfection in this tea. Our tea farmers have conjured up a real treasure from the Sae Midori cultivar: Sae Gyokuro, with a pure, unadulterated flavour, a velvety texture and a delicate fruity sweetness reminiscent of young sweet peas, thanks to the high theanine content.



Info: Gyokuro full shade teas from organic cultivation are rare, as the heavy shading makes the tea plants susceptible to pests. Meticulous care and many years of experience are therefore essential for cultivation. However, the effort is rewarded with a very unique, multi-layered flavour density.





TENBU FUKA

Tenbu = „Dance in heaven“

Available in 50 g and 200 g packs



This tea is picked as early as mid-April and is particularly deeply steamed. Its cup is of the deepest dark green colour, with a truly 'infinite' aftertaste. A surprise even for connoisseurs of top-quality green teas and a rarity in Japan. 'Fuka' means "deep" and indicates that this tea is particularly intensively steamed. It has a heavy, sweet fragrance and an irresistible flavour.



DIAMOND LEAF

Available in a 100 g tin



This spring tea is picked in the second half of April, after the first leaf buds have opened. Only the most tender leaves are used. Diamond Leaf has a rich, unforgettable flavour and a fruity, lovely floral fragrance that will captivate you as soon as you open the tin.



SOSHUN

= „Early spring“

Available in 50 g and 200 g packs
or in 16 x 3 g pyramid tea bags



Soshun from the pre-picking at the beginning of the second half of April is also deeply steamed. It has a wonderfully rich, complex and sweet aroma and a velvety, harmonious flavour. The cup is bright green in colour. This tea is an exceptional delight, and not just for connoisseurs.



DAN

= „Warm“

Available in a 50 g pack



An early 1st picking in April. The strong firing during drying gives this stimulating tea a deep green cup and its warm, voluminous fragrance. It has a comforting, velvety flavour.



CLASSIC GREEN TEA

These tea varieties represent the characteristic flavours from the various picking seasons from April to July and are among the classics of the KEIKO range.

Number of infusions for
classic green teas



TENKO
= „Gift from heaven“
Available in 50 g and 200 g packs



From the early harvest at the end of April. Like Tenbu Fuka and Soshun, Tenko has this ‘recurring flavour’ that lingers on the tongue for a long time. The cup is jade green in colour. It is characterised by a rich, fruity and fresh aroma and a characterful green, nutty flavour.

NEW



KABUSE SENCHA WITH MATCHA ❄️
Available in a 50 g pack



A sprinkling of matcha gives this half-shade green tea from the early picking in April a bright deep green colour, especially in the first infusion, which then clears up slightly. The pleasant, fresh green flavour makes this tea a wonderful everyday companion and is also a good starter tea for green tea novices.

MAY
1st MAIN HARVEST

For this shaded Sencha, the first leaves to sprout on the tea plant during the first main picking period in Kagoshima are harvested at the beginning of May.



KABUSE NO.1

Available in 50 g and 200 g packs or
in 16 x 3 g pyramid tea bags



The top tea from the first main harvest in May with a full, lively flavour and a bright green, delightfully green, delicately scented cup.



JUNE
2nd PICKING

The leaves that sprout after the previous harvest and sit at the top of the bush are collected for the tea of this picking.



KABUSE NO.2

Available in 50 g and 200 g packs



Kabuse No. 2 is a lively green Kabusecha from the June harvest. It is mild and aromatic whilst the cup is fresh green and delicately fragrant.



JULY
3RD PICKING

The small leaves that grow back after the first two harvests are used for this Sencha.



SENCHA

Available in 50 g and 200 g packs



Not shaded, from the harvest in July. The cup is light green in colour. This tea has a pleasant, delicately bitter flavour and is very refreshing and wholesome.





GREEN TEA SPECIALTIES

These green tea specialties are characterised by the selection of leaf material, special cultivars or processing and include popular family teas as well as new favorites which round off the green tea range with their diversity of flavours.

Number of infusions for
green tea specialties





BANCHA

Available in 50 g and 200 g packs



Bancha is produced from the larger parts of the leaves after the main harvest, often produced in summer or autumn and without shading. Kabuse bancha, however, is already produced after the first and second main harvest from previously shaded plants and processed as carefully as only Sencha or Kabusecha. It is light green in colour in the cup and has a particularly mild, harmonious flavour. Due to its low caffeine content Bancha is also suitable for drinking in the early evening and is an ideal family and beginner's green tea.



AKI BANCHA

Available in a 200 g pack



An autumn bancha for light daily enjoyment. It is infused a little hotter and only allowed to infuse for a short time. Prepared correctly, this autumn bancha is a good thirst quencher and very refreshing.



KABUSE KUKICHA

Available in 50 g and 200 g packs



A Kabusecha from the first picking, made from the fine stems of the leaves. Characteristic for this golden-green Kabuse Kukicha is its delicate, mild flavour without bitterness. It is relatively low in caffeine content and therefore suitable as a family tea and also for drinking in the early evening.



KABUSE GENMAICHA + MATCHA

Available in 50 g and 200 g packs



Genmaicha with matcha is a traditional speciality made from the leaves of the second picking, mixed with roasted rice (genmai) and fresh green tea powder (matcha). This tea has a full flavour with a pleasant roasted note. The cup has a gorgeous, intense green colour.



BENIFUUKI

The cultivar Benifuuki is characterised by a particularly high content of methylated catechin (EGCG3). This makes the tea from this cultivar popular among people in Japan suffering from allergies like hayfever. The flavour is very dependent on the preparation and ranges from delicately tart to distinctly astringent with a floral fragrance reminiscent of oolong tea.

Benifuuki is available as Benifuuki No.1 (1st picking - very fragrant), as Benifuuki No.2 (2nd picking - more bitter) and as Aki Benifuuki (autumn picking - less caffeine).



BENIFUUKI NO.1

Available in 50 g and 200 g packs



BENIFUUKI NO.2

Available in 50 g and 200 g packs



AKI BENIFUUKI

Available in 50 g and 200 g packs



	EGCG3	Caffeine
Matcha	+	+++
Sencha	+	+++
Benifuuki No.1	++++++	+++
Benifuuki No.2	+++++++	++++
Aki-Benifuuki	+++++++	++



KABUSE HOJICHA

Available in 50 g and 200 g packs



This roasted kabusecha from the first and second plucking has a fresh roasted flavour and contains very little caffeine. Hojicha is drunk both hot and cold and is often served with meals in Japan.



TENCHA NIJI

Available in a 30 g pack



A true rarity: Tencha is the raw material from which matcha is ground. Only the fine leaf tissue from full shade tea is used, coarser leaf parts are removed. 'Niji' (Japanese for "rainbow") stands for the broad spectrum of flavours that this tencha has to offer. Due to the heavy shading of the tea bushes before harvesting, the chlorophyll and theanine content is high, while the bitter tannin content remains low.

KABUSECHA IN TEA BAGS



KONACHA

Available in 10 x 2 g tea bags



The small leaf parts of this tea are obtained by sieving the first and second pickings, resulting in a fine, fresh green half-shade tea in a practical infusion bag. Each bag is sealed to prevent oxidation and can be infused twice.





GREEN TEA IN PYRAMIDAL TEA BAGS

Three popular KEIKO varieties are available in the exclusive pyramid tea bag (16 bags of 3 g each in a resealable bag): Kabuse Soshun, Kabuse No.1, Kabuse easy Ice Tea.

Advantages of pyramidal tea bags:

The tea leaves have plenty of room to unfold. The innovative material is 100% plant-based, free of crude oil components and other harmful substances. The pores of the bag fabric are so large that the extract can pass through quickly and completely. Whether at home, in the office, while travelling or in a restaurant - this is a simple yet tasteful way to brew your tea.

Number of infusions for the pyramidal tea bags



KABUSE EASY ICE TEA



Even when infused with cold water, this special Kabusecha from the first picking develops a beautiful green colour and a full flavour. Especially when served "on ice", it makes for an ideal refreshment at home, during sport, at picnics and when travelling. Whenever it's hot out or only cold water is available, this tea is a must!

Brewed hot, the lightly roasted leaf stalks and tea powder give this tea a warming note.

Each tea bag makes up to one litre of tea, hot or cold.



Easy as that: simply put a tea bag in a bottle of water, close it, shake until green - and enjoy your easy iced tea!



TEA TASTING



KABUSE SENCHA TASTING SET

Experience a journey for the senses through the tea fields of Kagoshima with five special half-shade green teas from the early 1st picking for tasting and savouring in a set. Taste your way through the fine KEIKO green teas to explore the different flavours and find your personal favourite.

The set contains 15g each of the varieties Kabuse Diamond Leaf, Kabuse Tenbu Fuka, Kabuse Soshun, Kabuse Dan and Kabuse Tenko as well as a 'Tea Tasting Notes' journal.



TEA TASTING NOTES

Keep track of your tea experiences with tasting notes!

The booklet is only available in German, but you can download an english pdf printout here:



KEIKO

PREPARING JAPANESE GREEN TEA

The flavour of your tea is determined by the quality of the tea, the water quality, the water temperature, the brewing time and the amount of tea used. We would like to make a few recommendations here. However, we encourage you to experiment for yourself how the flavour varies with different preparation methods.

WATER QUALITY

The quality of the water has a major influence on the flavour of the tea, especially with the fine varieties. Use low-lime and unchlorinated drinking water, filtered water or high-quality table water.

WATER TEMPERATURE

Hot infusion: The water should be brought to the boil in order to reduce oxygen, carbon hardness, lime and chlorine, and then cooled down. When brewing with water that is too hot, the tea cannot develop its full flavour and it tends to become bitter. The higher the quality of the tea, the lower the temperature can be. You will find the recommended temperature on the packaging.

Cold brew: Premium green teas can also be prepared with cold water. To do this, extend the infusion time to 4-5 minutes.



Tip: If you want to drink tea several times during the day, boil water and keep it in a thermos flask to infuse your tea freshly one cup at a time.



MEASURING THE TEA

Place one level teaspoon of tea per person in a small clay, porcelain or glass pot. Pour the water at the suggested temperature over the leaves. Choose the size of the pot so that it can fill the prepared cups.

In Japan, tea from the first picking is mainly drunk from small cups, but relatively strong. This makes it intensely green and has a wonderfully fresh flavour. Bancha, on the other hand, is usually drunk from larger cups. It has a light green colour and is a good thirst quencher.

The better the quality of the tea, the more infusions can be made from one portion. Even the finest teas are therefore very inexpensive considering the high yield. Compare them with other drinks and you will be surprised!

INFUSION TIME

With green tea, the first infusion may steep for 30 to 90 seconds, depending on the variety and processing. Once the leaves have opened, they release their flavour more quickly, so less time is needed for further infusions. The infusion time can be extended for the last infusion to allow the flavours to develop optimally. Recommendations can be found on the packs or in the table below. The tea should be emptied to the last drop from the pot after each infusion.



Tip: Always make sure that the tea is freshly brewed. Once ready, it should not be kept warm on a teapot or in a thermos flask, as it will soon turn yellow and lose its fresh flavour.

Name	Picking	Infusion				
			1.	2.	3.	4.
		°C	Seconds			
Tenbu Fuka / Soshun / Shincha Classic / Shincha Yume / Diamond Leaf / Dan / Tenko / Sencha + Matcha	1.	60° - 65°	60	15	15	30
Shincha Yakushima / Sae Tezumi	1.	65°	70	30	70	-
Aracha Shincha	1.	65° - 75°	60	15	30	-
Kabusecha No. 1	1.	60° - 65°	60	15	30	-
Kabusecha No. 2	2.	65° - 70°	60	15	30	-
Bancha	1. - 3.	65° - 70°	40	15	30	-
Genmaicha + Matcha	2.	65° - 70°	40	15	30	-
Kukicha	1. - 3.	65° - 70°	40	15	30	-
Konacha	1. - 3.	70° - 75°	70	15	30	-
Hojicha	1. - 3.	75° - 80°	30	15	30	-
Gyokuro Kiwami / Sae Gyokuro	1.	50° - 60°	90	30	30	-
Tencha Niji	1.	70° - 80°	90	30	30	-
Sencha	3.	65° - 70°	40	15	30	-
Benifuuki No. 1 & No. 2 / Aki Benifuuki	1. / 2. / 3.	70° - 80°	90	30	30	-
Aki Bancha	3.	75° - 90°	30	15	15	-
Kimura Sencha	1.	75°	50	30	70	-

STORAGE

To ensure that KEIKO green tea does not lose its freshness and active ingredients soon after opening, push the air out of the packet and store the bag tightly closed with a clip in the fridge or freezer. Once opened, the tea should ideally be used up within four weeks.

THE RIGHT TEAPOT

In Japan, green tea is always prepared freshly and usually in so-called kyusus. An integrated sieve in front of the spout of these small side-handled clay pots holds back the fine tea leaves.

The advantage of this is that the leaves can unfold freely in the pot and are not trapped in a tea net or other device.

As several infusions are made, the pots and cups can be small. The following recommendation applies:
‘The better the tea, the smaller the pot. The smaller the pot, the better the tea.’



PREPARING GREEN TEA STEP BY STEP



- 1 Set out a cup for each person.
Cool the boiled water to between 60° and 80°C, depending on the variety. To do this, either pour the water into a cooling vessel or pour it directly into the cups to cool, which will preheat them at the same time.

- 2 Place one teaspoon of tea per person into your teapot. Pour one cup of water per person over the leaves. Leave the first infusion to infuse for about one minute (see package).



- 3 If the tea is to be served to several people, only pour a little tea into each cup at first and then continue to fill the cups in reverse order. This ensures that the tea is equally strong in all cups. The infusion gradually turns greener with each pouring.



Make sure to pour out the last 'golden' drops, to prevent the tea from steeping further.

- 4 Serve the tea fresh. In Japan the unsweetened tea is often accompanied by a small sweet. (Try for example the deliciously tender KEIKO green tea chocolate).



- 5 To preserve the freshness, the other infusions are preferably prepared directly one after the other. To do this, pour water from the cooling vessel over the tea leaves again. Only infuse for a few seconds, as the leaf is already steeped and the ingredients are released more quickly. Serve swiftly.

When no more extracts are released after three to four infusions, tap lightly on the back of the pot to remove the tea leaves from the sieve and empty it out. Rinse the pot well under a running tap. Let the water stream in through the spout to clean the sieve as well. Leave the pot to dry with the opening facing downwards. For stubborn residues, clean with a small brush and bicarbonate soda if required - do not remove the sieve.

GREEN TEA ACCESSORIES

To make sure you can enjoy your tea to the full, you will also find a wide range of original Japanese accessories at your KEIKO retailer or on the website.



Scan the code to find an overview of tea accessories!

www.keiko.de/en/shop/tea-accessories

WHAT ELSE?

In addition to leaf tea, we stock various types of matcha tea powder for all applications, from cooking matcha to specialities such as hojicha and benifuuki powder to matcha freshly ground in Diepholz in ceremonial quality.



You can find out more in the leaflet **"Matcha and Tea powder"** or here:

www.keiko.de/en/organic-matcha



DE-ÖKO-013

KEIKO Green teas are organically cultivated in compliance with EC regulation 834/2007, control board DE-ÖKO-013. Analyses have shown that they contain no residues.

Your **KEIKO**-retailer:

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