

7 Things You Need to Know Before Buying Matcha

Not all Matcha is Created Equal

Learn to spot the difference between a wanna-be matcha and the real thing. True matcha tea is processed in a very special way. If it isn't, it won't have matcha's amazing benefits.



1. Make sure your matcha is 100% Japanese

Stay away from matcha made in countries other than Japan. Only Japan adheres to the strict processing standards that keep matcha's powerful nutrients intact.

2. Never buy products that claim to be matcha but come in loose-leaf or teabag form

Matcha means "powdered tea." If it's not powdered, it's not matcha. Products that claim to be matcha in leaf form generally contain only about 3% actual matcha, the rest is just regular green tea.

3. Never buy powdered "sencha" or regular green tea that claims to be matcha

Neither product is processed using traditional matcha methods and lack its abundant health-promoting nutrients. Check the ingredients.

4. Read the label carefully

If the label makes claims like "premium" or "hand-picked" then lists any type of sugar as an ingredient, run for the hills. High quality matcha powder never contains added sugar.

5. Understand price

The best matcha tea leaves are generally reserved for "ceremonial" grade matcha which retails for about \$30 an ounce. A decent mid-grade matcha used in lattes and blended drinks usually retails at \$30 – \$35 for 2.8 ounces. Quality culinary matcha retails around \$22 – \$26 for 3.5 ounces. As matcha grades get lower expect fewer nutrients, a more astringent or bitter taste and a less vibrant green color.

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6. Beware sweetness

If the product is pre-sweetened it will be comprised mainly of sugar, come from low-grade leaves that lack nutrients and should be labelled and priced accordingly. These cheaper grades generally sell for about \$10 per 3.5 oz. Also, keep in mind most matcha teas served at coffee and tea shops contain only about 15% matcha, along with 3% fruit pectin and about 88% cane sugar ... ouch !!

7. Be color wise

Good quality matcha powder is a rich, vibrant green. It should also be finely ground and have a noticeably full, fresh aroma.

Knowing how matcha can vary in quality and content will help you choose the products that are right for you. We know you work hard for your money and believe you should always get the quality you pay for.



Discount Coupon

Thank you for reading our report. Save 20% on your next My Matcha Life™ purchase. Simply enter this coupon code during checkout: **freereport20** [shop [here](#)]

Learn More

Ever wonder how a high-quality traditional matcha is actually produced? Check out our 'How Matcha is Produced' page [here](#).

My Matcha Life™

Our intrepid My Matcha Life™ team is working hard to bring you high-quality products at the best possible prices. Get to know us [here](#).

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