



伊勢茶 Ise-Cha

All of it Japanese green tea, Ise-Cha is the name given to tea produces in Mie Prefecture. Mie Prefecture is the third-largest producer of tea in Japan. The industry consists of tea producers who cultivate soils and work to create environmentally friendly tea gardens and highly skilled tea artisans.

The fragrant flavor that comes from strict quality control is highly evaluated all over Japan.



【How to brew ISECHA】

-  Fill each tea bowl about eight-tenths full with boiling water. This is done to lower the water temperature. If boiling water is used, the tea will be too bitter.
-  About 10 g — around four flat teaspoonfuls — of tea leaves is the right amount for three people.
-  Tip the water from the tea bowls into the tea pot. It will have been cooled to just the right temperature.
-  Put the lid on and wait one minute for it to brew.
※ Brew Sencha in 80°C water for about 1 min., Fukamushi Sencha in 80°C water for about 30 sec., and Kabusecha in 60°C water for about 2 min.
-  To equalize the flavor, pour a little tea at a time into each bowl in turn.
-  Pour out every last drop from the pot. If this is not done, when you use the same leaves again, the tea will be bitter at the second brewing or later.

TOPICS

Also delicious! Cold-brewed ISECHA

-  Put a cold-brew tea bag in a fridge bottle and fill with water. One bag (about 10 g) per liter is about right. At the same time, you can add ice.
-  After 10 to 15 minutes, take out the tea bag and squeeze out the water into the bottle. The brew is extracted less effectively in cold water. So, to get the right strength, the squeeze is an essential part of the extraction.
-  Discard the tea bag. The tea is delicious immediately, or it can be stored in a refrigerator. The flavor will change over time, so be sure to drink it while it still tastes fresh.

About mie

Mie Prefecture is in the almost center of Japan, along the Pacific Ocean. The prefecture has a long, thin shape of approximately 170km in the north-south and 80 km in the east-west direction along the Kii Peninsula. The natural environment in the northern and the southern parts differs from the Median Tectonic Line along the Kushida River, which flows through the center of the prefecture.

In the northern part of Mie, Ise Bay stretches to the east. In the northwest, mountains such as Yoro, Suzuka, Kasagi, and Nunobiki that get a lot of snow are located.

On the other hand, in the east of the southern part of Mie, the rias coast stretches from the Shima Peninsula to the Kumano-nada Sea, and in the west, the Kii Mountains centering on Iidegatake (Mt. Odaigahara), the highest mountain (1,695 m) in the prefecture is situated. The mountains are known as the 'roof of the Kinki Region.'

These areas are full of beautiful and rich nature such as sea, mountains, and rivers, based on a variety of climate.

