

# The Tea-Volution of



Green Tea

茶 • Green Tea: What is it?

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# What is Green Tea?

- Tea is derived from the leaves of *Camellia sinensis*: a slow-growing evergreen. Around 500 species of tea exist, with most varieties found in China & Japan
- After tea leaves are plucked, they begin to oxidize and ferment, which imparts a distinctive colour and taste
- Green, oolong or black tea refer to the method of how the leaves are processed
- Green tea is the least processed. Leaves are steamed, roasted, or pan-fried immediately, leaving little chance for them to ferment. This results in a lighter color & delicate 'green' taste
- Different growing areas produce unique tea tastes due to climate, soil, elevation & processing method

# Green Tea: Health Benefits

- For centuries tea has been recognized in China & Japan for its' role in a healthy lifestyles
- A growing body of evidence suggests that tea, rich in a class of disease-fighting antioxidant, can do far more than soothe a sore throat or a sunburn
- Many tests suggest that tea, black or green, can fight diseases and boost immunity

# Green Tea: Heart Disease

- Green tea is high in polyphenol-compounds which have a strong antioxidant activity. Models have shown anti-cancer and heart-protective effects. Tea relaxes blood vessels, inhibits blood clots, thus heart attack or stroke, and improves cholesterol levels
- A combined analysis of 13 published studies at the University of North Carolina found an 11% lower rate of heart attacks among those who drank three or more cups of tea a day

# Green Tea: Cancer

- Studies suggest a link between consumption of fresh-brewed tea and a reduced risk of stomach, skin and breast cancer
- A study from China and the United States, (> 18,000 Chinese) revealed that tea drinkers were half as likely to develop stomach or esophageal cancers
- The University of Minnesota (1996) tracked > 35,000 women & showed postmenopausal women drinking >2 cups of tea p/d had 32% reduced risk of developing digestive tract cancer

# Green Tea: Bone Health

- Tea contains fluoride & phytoestrogens, which may increase bone density and reduce osteoporosis. Two studies from Britain and China report higher bone-density measurements among tea drinkers
- The Chinese study, (*Archives of Internal Medicine*, 2002) found that adults who drank tea at least once a week for 6 to 10 years had denser lumbar bones than non-drinkers
- The British study, (*American Journal of Clinical Nutrition*, 2000), concluded older women who drank tea had stronger bones

# Green Tea & Taste

- Green tea innovation starts with how to develop and process differentiated beverages which have the unique “green tea” taste
- The extraction process of green tea is considered critical in determining the final taste quality. This is determined by:
  - Tea to water ratio
  - Temperature of infusion
  - Type of infusing water
  - Type of tea
- Controlling these conditions, in conjunction with describing green tea in a standardised way is essential to optimise taste quality

# Green Tea & Taste

- A standard method of describing green tea has been recently published (Journal of Sensory Studies 23,4,2008)
- The aim is to find a common language for describing the subtle nuances of green tea taste
- The optimal conditions for green tea infusion were discovered to be 3 minutes at 60°C and 1 minute at 80°C
- Longer infusion times had a greater effect on colour and texture (turbidity) than temperature of infusions

# Green Tea: Taste Descriptors



# Green Tea Products



FUZE beverage introduces its new ready to drink (RTD) tea prior to an eye-catching promotional campaign in October. The new flavour is antioxidant-rich FUZE Black & Green Tea, with açai berry and vitamins

Jackie Chan's InstaGreen Tea Beverage Mix. This product has EIGHT TIMES the antioxidants of regular green tea.



Ready-to-sip Chai (tea) to be launched under the brand name 'Bollywood Chai' from Rasna beverages



“CANADA DRY BUBBLES over with GREEN TEA”. Two world’s come together with the launch of new Sparkling Green Tea Ginger Ale. “As the tea and sparkling beverage markets continue to grow, a marriage of these two categories is a compelling way to meet consumer demand”



“Major marketer reacts to new trends in the market”. Nescafe Greenblend is taking on the green-tea market, claiming 70 per cent more antioxidants, it is, in fact, a coffee developed from a blend of green and roasted coffee beans.

# The Green Tea-Volution

- Successful innovation in Green tea depends on
  - A fabulous concept
  - Detailed understanding of green tea processing
  - Delighting local consumers taste buds
- Green tea promises to be a big & juicy trend for many years to come.....what are you waiting for?



# Tea-Volution of Green Tea

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