

Matcha

Flavour of the month

February 2025

The Green Tea Wonder Taking Over Mornings

Matcha, the vibrant green tea powder, is swiftly gaining popularity as the new morning go-to, rivalling coffee as a caffeinated pick-me-up. When matcha first arrived in Britain, it sparked intense curiosity, but a lack of clear preparation guidance led to a slow initial adoption. Now, however, it's enjoying a remarkable comeback, with people embracing its unique qualities and health benefits.

Though matcha belongs to the green tea family, it offers a distinct flavour profile marked by nutty and umami notes that lift its signature green tea essence. Its brilliant green colour comes from a specialized growing method: tea plants are shaded in the final weeks before harvest, increasing chlorophyll levels and enhancing flavour. This practice began in Japan after the tea plant was introduced from China by a Zen Buddhist monk. While matcha's origins trace back to China, today Japan leads in its cultivation, applying exacting standards and a labour-intensive production process that makes high-quality matcha among the most prized—and priciest—of green teas. In Japan, the best matcha is judged on both flavour and colour, with different grades used for specific purposes: culinary grade matcha is ideal for cooking and dessert, delivering a milder taste than the matcha traditionally brewed as tea.

The preparation of matcha itself is an art form. The ideal brewing temperature is 90°C, with the tea powder whisked carefully into water to create the desired smooth texture and rich flavour. A daily cup of matcha offers numerous health benefits, being low in calories and high in antioxidants.

Research suggests that regular matcha consumption may lower cholesterol and blood pressure, support bone health and weight management, and enhance cognitive function and mood—all with a gentle, natural caffeine boost to kick-start your day.

While traditional matcha tea remains popular, there are now many modern ways to enjoy it. Matcha lattes, both hot and iced, are among the most common, with seasonal flavours like pumpkin spice adding a twist. For an on-the-go option, pre-made iced matcha drinks are available in canned versions. You can also add matcha to smoothies, protein shakes, or yogurt for a nutritious morning boost.

To balance its earthy, umami notes, matcha is frequently combined with sweet elements. It can be incorporated into desserts like marshmallow-topped matcha puddings or paired with miso caramel and banana. A popular twist on the classic affogato swaps out espresso for matcha, creating a sweet, earthy treat. White chocolate and matcha is another beloved combination, as seen in Doughlious' new white chocolate and matcha cookies. For those seeking alternative matcha-based drinks, sparkling matcha sweetened with honey offers a refreshing option. And for something boozy, iced matcha margaritas were a hit last summer, and creative matcha pairings continue to emerge.

With its versatility, unique flavour, and potential health benefits, matcha is more than just a drink—it's a lifestyle choice for many. So, why not start your morning with a cup of this green tea wonder?



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Matcha is known for its distinct green, earthy notes, which shine on their own but are elevated when paired with sweeter accompaniments. Our matcha flavouring enhances the tea's delicate floral undertones while maintaining the characteristic green, earthy depth that defines matcha.

Starting with a blonde base infused with sweet white chocolate, the recipe pairs beautifully with our matcha flavouring, creating a green, floral foundation. This is topped with a piña colada-flavoured cheesecake, adding an extra layer of sweetness and creamy indulgence, perfectly balanced by the earthy base. Finally, the creation is finished with a vanilla custard-flavoured ganache, harmonising the fruity and floral flavours to perfection

An adaptation of the classic Chelsea bun, this version features dough infused with matcha, delivering a floral, earthy green swirl in every bite. The sweet, buttery filling is flavoured with cardamom, adding a warm, spicy note that pairs beautifully with the crunch of poppy seeds. This harmonious blend of flavours creates an irresistibly moreish treat, with the matcha balancing out the sweetness for a perfectly rounded finish.



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