

6:30am Matcha

BRAND PRODUCT BOOK

Premium Organic Japanese Matcha

Product Guide

1) Product overview

Category	Information
Product classification	Organic green tea powder (Camellia sinensis)
Product description	Matcha green tea prepared by grinding the youngest tea leaves into a fine powder using traditional methods
Ingredients	100% Pure Matcha
Origin	Aichi Prefecture, Japan
Cultivars	Yabukita - Okumidori
Production	Trusted production partner in Japan
Harvest	First
Agricultural production	Organic cultivation
Processing	Traditional Stone Milled
Additives	None
Usage application	Usucha, Premium Latte, Tea rituals

2) Why this region

The Aichi region is one of Japan's historic tea-growing areas, benefiting from a climate that produces smooth, naturally sweet matcha with balanced umami and low bitterness.

3) The harvest

First Harvest

- **Shade-Grown:** Tea plants are shaded for several weeks before harvest to enhance chlorophyll, amino acids and natural sweetness.
- **Young Leaf Selection:** Only the youngest and most tender leaves are selected.
- **Tencha Processing:** The stems and veins are removed, leaving only the leaf material used to produce tencha.
- **Stone-Ground:** The tencha is slowly ground using traditional granite stone mills to produce a fine matcha powder.

4) Sensory profile

Attribute	Profile
Color	Vibrant emerald green
Texture	Ultra fine powder
Umami	Rich and rounded
Sweetness	Natural, Medium-High
Astringency	None
Bitterness	None
Finish	Smooth and creamy

5) Brewing Guide

Preparation	Recommendation
Matcha	2 g
Water	70 ml
Water quality	Soft, low-mineral water recommended.
Temperature	70°C
Whisking	10–15 sec

6) Food Pairing

Works beautifully with:

- Oat milk
- Coconut milk
- Citrus
- White chocolate
- Vanilla
- Strawberry
- Mango
- Pistachio

Quality & Certifications

Every batch is laboratory tested before packaging according to European standards to verify food safety, microbiological compliance and product integrity.

- ✓ Organic certified
- ✓ HACCP compliant
- ✓ Full batch traceability
- ✓ Independently tested

LABORATORY TESTING:



Heavy Metals

Testing for lead, cadmium, mercury and arsenic using ICP-MS.



Pesticides

Comprehensive multi-residue screening using LC-MS/MS and GC-MS/MS.



Microbiology

Testing for E. coli, yeasts, moulds and total plate count using accredited methods.



PAHs

Targeted analysis of polycyclic aromatic hydrocarbons (PAHs).

Supporting documentation, including Certificates of Analysis (COA), Organic Certification and laboratory reports, is available upon request.

Why We Test Every Batch

Matcha is consumed whole rather than infused, making rigorous quality control essential. Every batch is tested to ensure safety, consistency and compliance with European standards.

Technical specifications & Compliance

1) Nutrition & Storage

Nutritional values (per 100g)

Nutritional information	Per 100g
Energy	333.6 kcal
Fat	3.46 g
of which saturates	0.81 g
Carbohydrates	34.7 g
of which sugars	2.44 g
Fibre	32.3 g
Protein	24.9 g
Salt	0.0035 g
Caffeine	3.0 g

Shelf life: 24 months

Storage: Cool, dry place away from direct sunlight.

2) Allergen declaration

Allergen	Content in Product	Cross Contamination Risk
Cereals containing gluten	No	No
Crustaceans	No	No
Eggs	No	No
Fish	No	No
Peanuts	No	No
Tree nuts	No	No
Milk products	No	No
Soy	No	No
Celery	No	No
Mustard	No	No
Sesame	No	No
Sulphites	No	No
Molluscs	No	No
Lupins	No	No

3) GMO & Irradiation status

Category	Status
GMO presence	No
Irradiation treatment	No
Microbiological treatment	None

4) Legal & Compliance

This product complies with applicable European regulations governing food safety, labelling and organic agricultural production.

The product and its manufacturing process comply with European standards relating to:

- Food safety requirements
- Consumer information and labelling
- Organic agricultural production
- Contaminant limits
- Food-contact packaging materials
- Product traceability

5) Microbiological & Chemical Compliance

Category	Status
Microbiological compliance	Conforms to European food safety standards
Chemical compliance	Conforms to contaminant limits
Packaging compliance	Food-contact compliant materials

About 6:30am

6:30am is a premium matcha brand built around quality, simplicity and modern rituals.

We partner with brands, hotels, hospitality venues and wellness spaces to offer organic Japanese matcha, sourced for its consistency, flavour and quality.

Why we chose this Matcha

We spent months selecting a producer capable of delivering the flavour profile, consistency and quality standards that matched our vision. Rather than chasing marketing claims, we focused on taste, reliability and long-term relationships.

Company Information

Brand: 6:30am Matcha

- Premium Organic Japanese Matcha
- Hospitality & Gatherings
- Workshops & Brand Collaborations

Distributed in Europe by: Majo SRL

Contact

hello@630matcha.com

www.630matcha.com

Instagram: @630matcha

For technical documentation, certificates and additional product information, please contact us.