

M A T S U



PROFESSIONAL MATCHA CATALOGUE

APRIL 2026 EDITION

PRODUCER-DIRECT · JAPAN

Prices may change without notice.

THE DIRECT LINE

From Japan's tea regions to your café.

A producer-direct, eight-grade lineup from Uji, Kagoshima, and Izumo
— for cafés and patisseries that treat matcha as a craft.

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01 About MATSU

For cafés and patisseries who treat matcha as a craft — not a commodity.

MATSU is a quiet luxury brand, curating matcha from three of Japan's premier tea regions — Uji (Kyoto), Kagoshima, and Izumo (Shimane). We work producer-direct, with an eight-grade lineup designed to match the way each grade is used, from everyday matcha latte service to ceremonial preparation.

Three Pillars

1 **Producer-Direct, Curated Architecture**

Eight grades sourced directly from established Japanese producers across three premier regions. No middlemen. Full disclosure of region and grade on every lot certificate.

2 **Japanese Milling Traditions — Stone and Machine**

Stone-milled for ceremonial and premium grades; precision machine-milled where consistency at scale matters. The method follows the grade.

3 **Quiet Luxury, Built for Specialty B2B**

Restraint as design, precision as operation. English-native B2B operations, accessible 1 kg minimums for exploration, and a Wholesale Partnership tier at 10 kg+ for establishments ready to build a programme.

02 The Eight-Grade Architecture

Producer-direct from Uji, Kagoshima, and Izumo — matched to how each grade is used.

TIER HIERARCHY

Reserve › Signature › Premium › Classic › Standard

Price List

GRADE	PRODUCT	ORIGIN	PER 100G	PER KG
G-II	Izumo Reserve	Izumo, Shimane	\$105	\$1,050
G-V	Uji Signature	Uji, Kyoto	\$81	\$810
G-III	Kagoshima Premium	Kagoshima	\$65	\$650
G-IV	Uji Premium	Uji, Kyoto	\$55	\$550
G-VI	Kyoto-Kagoshima Premium	Kyoto + Kagoshima	\$53	\$530
G-VIII	Uji Classic	Uji, Kyoto	\$45	\$450
G-VII	Uji Standard	Uji, Kyoto	\$42	\$420
G-IX	Kagoshima Standard	Kagoshima	\$39	\$390

All prices FOB Japan, before volume discount. Minimum order 1 kg per grade.

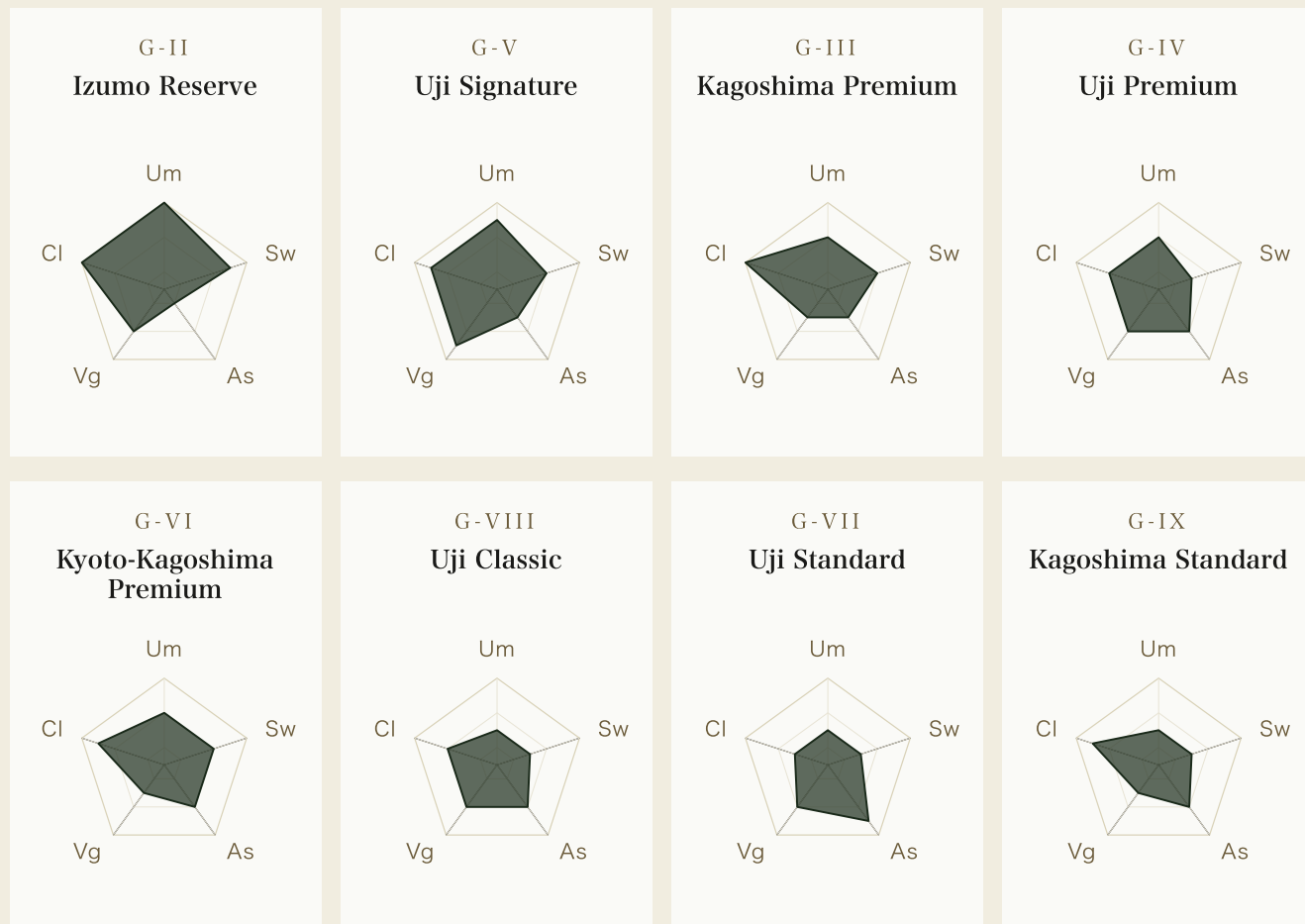
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03 Grade Descriptions

G-II	Izumo Reserve	\$1,050 / kg
	Our Reserve tier. Stone-milled ceremonial matcha from Izumo, Shimane. Flagship grade for usucha preparation and signature-drink programmes where depth of umami is the priority. Limited annual allocation.	
G-V	Uji Signature	\$810 / kg
	Uji's premium signature grade. Balanced umami and vegetal brightness, stone-milled. Designed for premium latte service and usucha with standout flavour clarity.	
G-III	Kagoshima Premium	\$650 / kg
	Kagoshima's premium grade. Bold, clean profile with strong visual presence — suited to premium latte programmes where colour and flavour clarity carry the presentation.	
G-IV	Uji Premium	\$550 / kg
	Uji's premium culinary grade. Fine particle distribution for smoothies, bowls, and high-end pastry applications where sensory finesse is required.	
G-VI	Kyoto-Kagoshima Premium	\$530 / kg
	Blended from Uji (Kyoto) and Kagoshima leaf. Engineered for cocktails and high-volume blended drinks where balance matters more than single-origin expression.	
G-VIII	Uji Classic	\$450 / kg
	Uji's workhorse pastry grade. Consistent performance in pastry, desserts, and bakery production at scale.	
G-VII	Uji Standard	\$420 / kg
	Uji's everyday grade for café matcha latte programmes. Reliable, accessible, producer-direct.	
G-IX	Kagoshima Standard	\$390 / kg
	Kagoshima's everyday grade. Strong colour and latte presentation; well-suited to high-volume drink service and baked goods.	

04 Tasting Notes

A visual profile of each grade across five sensory dimensions. The larger and more balanced the shape, the richer and more versatile the grade.



Um — Umami

Amino-acid depth; savoury richness.

Sw — Sweet

Natural sweetness from the leaf.

As — Astringency

Tannin / bitterness; *smaller is smoother.*

Vg — Vegetal

Fresh green / leafy intensity.

Cl — Color

Visual vibrancy for latte art & pastry.

Sensory guidance compiled by MATSU, based on producer specifications and grade positioning. Individual lots may vary seasonally. Precise lot-by-lot sensory data available on request for Wholesale Partnership accounts.

05 Use Case Guide

Matching grade to application.

USE CASE	RECOMMENDED GRADES
Matcha Latte & Daily Drinks	Uji Standard · Kagoshima Standard · Kyoto-Kagoshima Premium
Premium Latte & Signature Drinks	Izumo Reserve · Kagoshima Premium · Uji Signature
Usucha (Thin Tea)	Izumo Reserve · Uji Signature
Pastry & Desserts	Uji Classic · Kagoshima Standard · Uji Premium
Cocktails & Mixology	Kyoto-Kagoshima Premium · Uji Standard
Smoothies & Bowls	Uji Premium · Kyoto-Kagoshima Premium

Undecided? Our diagnostic tool at matcha-matsu.com recommends grades based on your programme in under a minute.

06 Volume Pricing

Two tiers — Standard and Wholesale Partnership.

All prices FOB Japan, before volume discount. Discounts apply to total order value across all grades.

Standard Tier — from 1 kg per grade

TOTAL ORDER WEIGHT	DISCOUNT
1 kg – 4.9 kg	List price
5 kg – 9.9 kg	5% off

Wholesale Partnership Tier — from 10 kg per order

TOTAL ORDER WEIGHT	DISCOUNT	NOTES
10 kg – 24.9 kg	10% off	Partnership benefits activate
25 kg – 49.9 kg	15% off	Partnership benefits + priority queue
50 kg +	Custom	Bespoke partnership terms

WHOLESALE PARTNERSHIP BENEFITS

- **Priority lead time** — four to eight business days faster than standard
- **Six-month price lock** — protection from market and currency volatility
- **Dedicated point of contact** for orders, enquiries, and support
- **Custom packaging options** available on request
- **First-look access** to limited single-region releases

Recurring orders may qualify for extended partnership terms.

07 How to Order

1 SELECT

Choose your grades and quantities (from 1 kg per grade).

2 ENQUIRE

Email info@matcha-matsu.com or reply to your catalogue confirmation.

3 INVOICE

PayPal Invoice issued within 24 hours of order confirmation.

4 PAY

USD (primary) or JPY accepted.

5 RECEIVE

Delivered to your premises with tracking. Lot documentation included as standard.

08 Shipping & Documentation

Lead Times

From order confirmation to delivery. Via EMS, DHL, or FedEx.

DESTINATION	BUSINESS DAYS
Southeast Asia	10 – 20
North America	14 – 25
Oceania	14 – 25
Europe / UK	14 – 28
Other destinations	21 – 35

Orders 50 kg+: sea freight option available on request.

Packaging

Sealed aluminum pouches, light- and moisture-protected. **12-month shelf life** unopened. Custom packaging options available to Wholesale Partnership accounts.

Documentation

Lot-level certificates included as standard on every shipment:

- Pesticide residue testing (COA)
- Radiation testing
- Certificate of origin
- English commercial invoice and packing list

Additional documentation available on request (phytosanitary, specific market certifications).

09 Payment & Wholesale Partnership

Payment Terms

- **Method:** PayPal Invoice, pre-paid
- **Currencies:** USD (primary), JPY accepted
- **Timing:** Invoice issued within 24 hours of order confirmation
- **Price lock:** Six-month price lock available to Wholesale Partnership accounts

Wholesale Partnership — How to Apply

If your programme is at **10 kg per month or more**, the Partnership tier is designed for you. Application takes three steps:

1 REQUEST THIS CATALOGUE

You've just done it.

2 REPLY WITH YOUR DETAILS

Estimated monthly volume, preferred grades, and destination.

3 RECEIVE A PROPOSAL

Within one business day — pricing, lead time, and a direct line to our team.

10 Contact

M A T S U

Producer-direct matcha, sourced from Japan's finest tea regions.

Email info@matcha-matsu.com

Website matcha-matsu.com

Hours Monday – Friday, Japan Standard Time (UTC+9)

MATSU is a professional B2B programme. Orders are handled through our catalogue request flow; we do not maintain retail storefronts.



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