

# A Japanese organic bowcha tea manufacturer is looking for distribution partners in the EU

## Summary

Profile type	Company's country	POD reference
<b>Business Offer</b>	<b>Japan</b>	<b>BOJP20230131001</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Alessandro PERNA</a>	<b>31 Jan 2023</b> <b>31 Jan 2024</b>	<b>31 Jan 2023</b>

## General Information

### Short summary

The Japanese company is offering organic roasted tea called bowcha (not to be confused with kombucha). This tea is made from the stem of the tea plant and is offered to potential distribution partners in the EU. The company believes the tea has potential on the EU market as a healthy addition to the organic tea line-up and would like to engage in commercial agreements with potential partners.

### Full description

A Japanese company located in Kanazawa is manufacturing organic certified bowcha tea, a tea made from the stem of the tea plant. The company is looking for distribution partners in the EU. The company obtained the "Organic JAS" label for its roasted bowcha tea, equivalent to the "Organic agriculture Europe" certification. They hope to work together with potential EU partners who would be importers, distributors, resellers and/or wholesalers of the organic tea.

The company is interested in the EU market due to a perceived increase in health awareness during the recent Covid-19 pandemic, and an increased demand for tea. Their roasted bowcha tea is considered to be a healthy option and said to have relaxing properties. The tea is not to be confused with kombucha, which is a different product.

Bowcha is well recognised in the Japanese market, especially since a major global coffee shop chain adopted bowcha for their seasonal speciality menu. Outside of Japan however, bowcha is less known compared to matcha green tea in the EU. Therefore, they wish to collaborate with potential partners with the aim to raise awareness of

bowcha in the EU. They are capable to ship in bulk, and their products are available for private labelling upon requests. They would like to engage in a long-term partnership with EU partners in the form of a commercial agreement.

#### Advantages and innovations

The Japanese company manufactures tea solely made from the stem of the tea plant, also known as bowcha. The nutritional benefits of tea stems are often overlooked, and it is often unnecessarily discarded. However, it is commonly consumed in Japan's Kaga region. Moreover, in recent years, bowcha and similar stem tea have been becoming increasingly popular in Japan.

The company also established a unique roasting method by heating up stems of tea plants with steam which traps the aromatic components such as hotrienol and linalool. Hotrienol is said to have a positive effect on the autonomous nervous system, while linalool is said to have relaxing effects. The method does not only preserve the rich aromas of the tea but also limits the caffeine contents.

Bowcha tastes less bitter compared to green tea, and it is suitable for serving in hot or cold depending on consumers' preferences. Not only is bowcha a certified organic product, but the company makes every possible effort to meet high level quality standards in their products and manufacturing sites.

#### Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

## Partner Sought

Expected role of the partner

The Japanese company is ideally looking for EU partners that have experience as an importer, sales agent, and as distributors. The company prefers partners who have sales channels to restaurants, hotels, luxury grocery stores and relevant high-end retailers. Partners looking to use bowcha for their private label products are also welcome.

Type of partnership

Type and size of the partner

**Commercial agreement**

- **SME 11-49**
- **SME 50 - 249**
- **Big company**
- **SME <=10**

## Dissemination

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Technology keywords

Market keywords

- **07003002 - Health food**
- **007003005 - General food products**

Targeted countries

- **World**

Sector groups involved