

Kokeicha



Origin: Shizuoka, Japan

Inventor: Mr. Takeshi Takezawa

(Mr. Takeshi Takezawa is the grandfather of the current CEO, Shigeto Takezawa and Executive Director, Ko Takezawa of Takezawa Seicha Co., Ltd.)

Definition:

'Kokei' in Japanese means 'fixed solid form', and 'cha' means 'tea'. Hence, 'Kokeicha' can be translated as 'solid tea of fixed shape (or form)'.

It is basically a tea made by mixing micro-fine powdered green tea with water, kneaded into a dough, extruded through a machine resembling a pasta maker and dried to obtain the thin, needle-like shape.



Extruding Machine



Hot air dryer

History:

Kokeicha is the invention of a tea farmer, Mr. Takeshi Takezawa, back in the 1930s. As a tea farmer in the rural area of Shizuoka, Mr. Takezawa would often go downtown Shizuoka, where most of the wholesale tea companies are located, to sell his teas. In return, he was always given 'konacha', or 'extremely fine powdered green tea', to be used as a fertilizer for his farm.



In those days, it was not the Japanese culture to drink 'konacha'. Mr. Takezawa felt that it was a waste to use this 'konacha' as a fertilizer because 'konacha' contains nothing but powdered green tea derived from shifting tea leaves, which has the same health benefits and quality as the leaves.

This got Mr. Takezawa thinking and he came up with an idea that led to the birth of Kokeicha later.



konacha

He first grounded the 'konacha' further to get a finer powder, which he mixed with water to form a green tea dough. He put this dough through a machine that resembles a pasta machine, whereby the dough came out as long, thin pasta-like dough. He then dried the dough. Unfortunately, when he tried brewing it, it almost instantly dissolved into a muddy consistency, making it almost impossible for drinking.

Mr. Takezawa did not stop there but persisted with his invention for many years after that. One day, in the midst of his experiment, a little incident led him to stumble upon the answer to his problem.

He was drying the pasta-like dough with charcoal placed a distance away (to obtain a slow drying effect) when he fell asleep. He woke up to find the dough burnt, with a light smoke lingering around it. He poured hot water over it and to his surprise, not only did the dough not dissolve but the tea is exceptionally aromatic and tasted very good.



He found the answer to his problem and obtained a patent for his invention. By heating the dough at a high temperature of 120°C (248°F), the protein and catechins of the tea would adhere and thus, the dough would not disintegrate easily.

After the Second World War, his sons' succeeded in marketing Kokeicha internationally.

Currently, his grandsons, the CEO and Executive Director of the family-run company, are doing their utmost best in continuing the production and sale of this tea, which made history in the Japanese green tea industry.

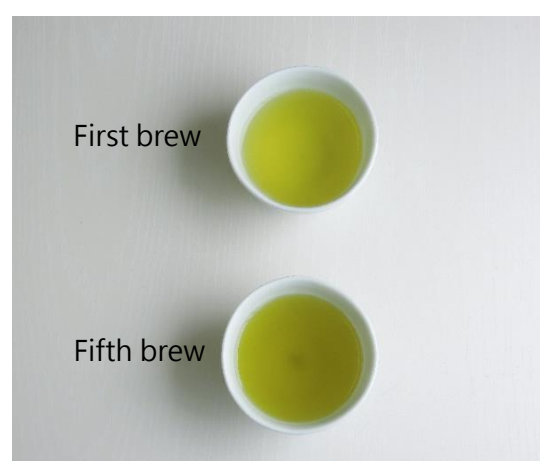


Characteristic:

Takezawa's kokeicha is made only from 'konacha'(powdered green tea) and water. There are many similar Products in the market made from konacha, water and rice flour. Because we have the knowledge and technique, we do not need to use rice flour to make the product. We believe strongly in using the best ingredients and we always work by the less-is-more concept.

As kokeicha is basically made by mixing micro-fine powdered green tea with water, unlike loose tea leaf, kokeicha is the only Japanese green tea that can be brewed for at least 5 times without losing its flavor.

Comparison of the first brew and the fifth brew



Serving Guides for Kokeicha:

Hot Brew (using a cup)

1. — Put 2g (1 level teaspoon) of Kokeicha into a cup.
2. — Pour 80cc of hot water into the cup (about 80 - 90°C).
3. — Steep for about 30 seconds to 1 minute
4. — Stir with a spoon before drinking to get an even liquor.
(There is no need to remove the tea from the cup before drinking)
5. — For the second, third brews onwards, just add hot water and stir before drinking.

*We encourage you to experiment with the quantity of Kokeicha and amount of water to find your desired strength.

Hot Brew (using a teapot)

1. — Put 3g of Kokeicha into a teapot.
2. — Pour 180cc of hot water into the teapot (about 80 - 90°C).
3. — Steep for about 1 minute to to 2 minutes
4. — Swirl the teapot gently to get an even liquor before serving.
5. — For the second, third brews onwards, just add hot water and swirl a few times, pour and serve. No steeping is required.

*We encourage you to experiment with the quantity of Kokeicha and amount of water to find your desired strength.

Cold Brew (using a pitcher)

1. — Put 15g of Kokeicha into a bottle.
2. — Add 750cc of cold water.
3. — Refrigerate overnight.
4. — Shake or swirl the bottle gently to get an even liquor before serving.
5. — Pour the brewed tea through a strainer.

*We encourage you to experiment with the quantity of Kokeicha and amount of water to find your desired strength. And please drink up within a day or two.

Process Flow Chart
(Kokeicha)

