

Uji Cha Tasting Event : Discover Your Favorite 'Uji Cha'

Tea is created through a harmony of the unique characteristics of its production area, the skills of the tea farmers, and the finishing techniques of tea distributors. At this tasting event, we invite you to savor each tea while appreciating its rich background and origin. We hope you will discover a tea that truly suits your taste.

You can taste three different types of sencha from a selection of six types in each session

By answering the survey and telling us your favorite tea, you'll have a chance to win a tea-brewing gift set in a raffle. Even if you don't win in the raffle, you'll receive a complimentary sencha tea and an original tote bag.

● **Event Times: Capacity of 20 participants per session**

| Session | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Registration Start Time | 10:30 | 11:00 | 11:30 | 12:00 | 12:30 | 14:00 | 14:30 | 15:00 | 15:30 |
| Registration End Time | 10:50 | 11:20 | 11:50 | 12:20 | 12:50 | 14:20 | 14:50 | 15:20 | 15:50 |

● **Admission Tickets**

Admission tickets will be distributed 30 minutes before each session begins.

- You must have an admission ticket to participate in the tasting.
- Distribution will end once tickets run out.
- Please arrive at the venue within the time specified on your ticket.
- If you do not arrive within the designated time, your spot will be canceled.

● **How to Purchase Your Favorite Uji Cha**

- To purchase the teas you sampled, scan the QR codes on this flyer to access the purchase site for each tea.
- You can also buy the teas directly at the sales booth today.

ITO RYUOUEEN CHAHO, Y.K.

Address : 690 Chojiyacho, Nijo-dori, Miyakohcho Nishi-iru, Nakagyo-ku,
Kyoto 604-0935, Japan
TEL: : 075-231-3693



Takashimaya Online Store

Featured in Sessions 1, 3, 5, 7, and 9

Limited to Specific Regions

★ Asahi

Wazuka Town is located in the southern part of Kyoto Prefecture and is known as a major production area for Uji tea. Surrounded by mountains, the basin's topography and the influence of the Wazuka River create a significant temperature difference between day and night, making it an ideal land for tea production. The natural conditions in this region result in tea that is fragrant with a rich umami flavor. "Asahi" is a type of sencha characterized by its well-balanced sweetness, bitterness, and astringency, along with a strong umami and deep flavor profile.

Featured in Sessions 2, 4, 6, and 8

Limited to Specific Regions

★ Komakage

The Kizugawa region has developed as a hub for the accumulation of goods since ancient times, leading to an active cultivation and processing of tea. The natural environment created by the river and hills results in significant temperature fluctuations, making it suitable for tea production. "Komakage" is a versatile sencha produced in Kizugawa City, offering a flavor profile that can range from luxurious to everyday, depending on the brewing method. It is characterized by a taste that is not easily fatigued, making it enjoyable to drink.



Photo: Tea Fields in Ishidera, Wazuka Town

Kouroan Tea Co., Ltd.



You can also purchase your favorite Uji tea by scanning the two-dimensional codes !

Address : 17-1 Daikokuchi-cho, Murasakino, Kita-ku,
Kyoto 603-8231, Japan
TEL: : 075-494-0677



Kouroan Tea Shop Online Store



Photo: Self-Managed Tea Fields of Soryuan Tea Shop in Ujitawara Town

Featured in Sessions 1, 3, 5, 7, and 9

Special Cultivation

● Satsuki

Ujitawara Town is a major production area for Uji tea, one of Japan's three great famous teas. Nagatani Soen, a native of Ujitawara Town, established the "Seisei Sencha Method." "Satsuki" is a Uji sencha grown in their own farm without the use of pesticides, chemical fertilizers, or herbicides. It is characterized by its low astringency, rich umami, and clear cream color.

Featured in Sessions 2, 4, 6, and 8

Limited to Specific Regions

● Shinryoku kaoru

Minamiyamashiro Village has received the most production awards in the Kyoto Prefecture Tea Competition for the sencha category, producing aromatic tea leaves by leveraging its cool climate and significant temperature variations. In 2018, the tea field landscape was designated as a cultural landscape. "Shinryoku Kaoru" is a sencha made from the Yabukita variety, characterized by its deep green color and complex flavor profile.

Takemura Gyokusuien Co., Ltd.

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TEL : 075-771-1339



Takemura Gyokusuien's Website

Featured in Sessions 1, 3, 5, 7, and 9

Single Farm

◆ Sencha Tsuyuhikari

Mr. Hata from Wazuka Town, Kyoto Prefecture, is a fifth-generation tea farmer whose sencha, gyokuro, tencha, and organically grown teas produced at his own factory have received high acclaim in the tea market. His machine-harvested sencha has recorded the highest prices and has also won awards in competitions. "Sencha Tsuyuhikari" is made from Mr. Hata's "Tsuyuhikari" variety, which is cultivated in his tea garden in Kizugawa City. This tea is characterized by its umami and sharpness, allowing for a variety of flavors depending on the brewing method.

Featured in Sessions 2, 4, 6, and 8

Single Variety

◆ Sencha Kirari31

Wazuka Town is located at the southern tip of Kyoto Prefecture and is a major production area for Uji tea, with approximately 500 hectares of tea fields. The significant temperature variations and morning mist contribute to its rich aroma and deep flavor, and the landscape is registered as the first scenic asset of Kyoto Prefecture. "Sencha Kirari 31" uses tea leaves harvested from young tea plants, offering a refreshing flavor profile with a hint of floral notes.



Photo: Tea Fields of Mr. Hata in Kamo Town, Kizugawa City