



Media Release

DōMatcha™ Japanese Green Tea Wins North American Award Japanese heritage "key ingredient"

VANCOUVER, Canada (Aug. 9, 2010) — DōMatcha's Genmai Cha with Matcha Blend captured 2nd place in the "Blended Green Tea" category at the North American Hot Tea Championships, newly released results show.

A total of 24 category entrants were registered at the event held earlier this year in Las Vegas, Nevada.

In selecting its champions, the World Tea professional judging panel assessed each entrant according to a "blind organoleptic analysis" of the following characteristics:

- dry leaf
- brewed color
- brewed aroma
- brewed flavor
- brewed mouth-feel
- brewed harmony

Each characteristic is rated on a 100-point scale with winners determined by rank.*

In recognition of DōMatcha's high quality and evaluation results, World Tea Media presented the North American Tea Championship Award to DōMatcha Japanese Green Tea and distributor EcoTrend Ecologics for DōMatcha Genmai Cha.

DōMatcha Director of Sales and Marketing, Calli O'Brien, credits the product's authentic Japanese heritage and tea master.

"DōMatcha Genmai Cha's distinct flavor was created by Mr. Kazunori Handa, an accomplished Japanese tea master from a long line of tea masters. We expected to do well, but to place second overall from such a large field of international entries is a tremendous honor."

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* Complete award results available [here](#).