



Art of Tea + Japanese Origin

The Story

Our teas are carefully selected directly from growers, each one offering a unique story. Through his travels in Asia, India, Africa and the Middle East, CEO/ Founder Steve Schwartz and Art of Tea have developed close relationships with farmers and distributors. These personal relationships, a hallmark at Art of Tea, make possible the offering of top tier organic teas and select botanicals, while ensuring that both employees and teas are treated with great respect. At Art of Tea, our intensive care program combines aesthetics with passion, flavor and high quality control.



Sourcing from Japan

We proudly source our Japanese green teas from the top gardeners in Japan. Steve travels all over Japan, visiting gardeners, tea auctions, and Art of Tea clients.

A major factor in Japanese tea production is space. To make up for their lack of space, Japanese tea growers use technology. Tea fields are meticulously kept in tight rows and leaves are machine-cut.

Japanese tea growers also shade grow their plants. Some Japanese green teas, like Eisai's Choice Sencha and Uji Gyokuro, are kept in the shade for two weeks. This produces a darker leaf color and deeper, richer flavors. Shade growing is limited to small sections of tea fields, so shade-grown teas tend to be much more valuable.

To understand the flavor profile of Japanese teas, it's important to think about how many Japanese foods are cooked. Japanese cuisine is fresh or steamed, with umami sea flavors. Japanese green tea takes on these properties. Most green teas are steamed or double-steamed. This preserves the deep green color and allows for a more vegetal flavor. This also allows for multiple steepings.

Japanese green teas also pick up flavors from the mountainous terrain. Just like wine or coffee picks up flavor traits from the land in which its grown, tea picks up flavors from its terrain. We call this a tea terroir. The mineral-rich and rocky terrain of Japan gives Japanese green tea this unique umami flavor.

















ART OF TEA

In the final drying process of making Gyokuro, leaves are pressed on a warm bed. This process doesn't break the integrity of the leaves and helps to bring up extra oil and aromatics.











THANK YOU

