THE BOOK OF GREEN TEA ICE CREAM
GREEN TEA & GREEN TEA ICE CREAM MINI TRIVIA
DID YOU KNOW THAT...?

“FORMER SUMO WRESTLER MUSASHIMARU IS A BIG FAN OF MAEDA-EN GREEN TEA ICE CREAM!”
Former Yokozuna-ranked Sumo Wrestler, Musashimaru loves Maeda-en Green Tea Ice Cream! Born in Hawaii, Musashimaru became popular and rose to fame when he became the 67th Yokozuna Champion. Having retired from Sumo, he is now active as a TV personality and is known for his charming, “nice guy” personality.

“PRESIDENT BARACK OBAMA LOVES GREEN TEA ICE CREAM!”
In a keynote speech, he made addressing U.S. relations with Asia during his visit to Tokyo in November, 2009. President Obama talked about his childhood memory of eating Green Tea Ice Cream for the first time while visiting Japan with his mother. President Obama was also seen smiling when Green Tea Ice Cream was served at a dinner party during his stay.

“CAN YOU GET MAEDA-EN GREEN TEA ICE CREAM IN CANADA, MEXICO, AND AUSTRALIA, TOO?”
In addition to the U.S. mainland, Maeda-en Green Tea Ice Cream is also available in Hawaii, Guam, Canada, Mexico, South and Central America, Singapore, and U.S. military bases overseas. Due to high demand, Maeda-en Green Tea Ice Cream has been produced and sold in Australia since 2011.
“WHO KNEW? GREEN TEA WAS CONSUMED DURING THE CIVIL WAR!”

Green Tea was served to soldiers during the Civil War! Rich with vitamins, Green Tea was considered to be a good source of nutrition. Source: “Civil War Cooking: The Housekeeper’s Encyclopedia” by Mrs. E. F. Haskell, 1861.

“A CANISTER OF SPECIAL GREEN TEA IS STOCKED INSIDE ALL OF THE GUEST ROOMS AT THE NOBU HOTEL IN LAS VEGAS, NV!”

In 2003, Maeda-en collaborated with Chef Nobu Matsuhisa to produce Nobu - The Green Tea. The tea can be enjoyed in the guest’s room at the NOBU Hotel, which opened on February, 2013. The NOBU Hotel is serving Green and Genmmai Tea for customer relaxation.

“MAEDA-EN FOUNDER HIROSHI (TAKU) MAEDA APPEARED IN THE GAME, TRIVIAL PURSUIT - 20TH ANNIVERSARY EDITION!”

There is a trivia question regarding Maeda-en founder Hiroshi (Taku) Maeda in the 20th anniversary edition of Trivial Pursuit.
Q. What “emerald beverage” is Hiroshi Maeda hoping to hook North Americans on?
A. Green Tea.
BEST SMILE

MAEDA-EN GREEN TEA ICE CREAM

20TH ANNIVERSARY PHOTO CONTEST

Celebrating the 20th anniversary of Maeda-en Green Tea Ice Cream in the U.S., Maeda-en hosted a photography contest. The open call was made on Maeda-en’s website, Facebook, and through various media. A total of 264 submissions were accepted for the two categories, “Smile” and “Decoration.” (Submissions were accepted from May 1st 2013 to June 15th 2013.)

1ST PLACE

GRAND PRIX!!!

Mr. Angelo A (Gardena)

2ND PLACE

Ms. Yvonne Smith (Irvine)

AWARD OF EXCELLENCE

Ms. Katie H (Los Angeles)
3rd Place

MAEDA-EN AWARD

Ms. Shirley Imai (Tustin)

Ms. Haruna Okumura (Los Angeles)

Ms. Julia Compton (Garden Grove)

Ms. Yukari Takashima (Torrance)

Mr. Felipe Vasco (New York)
BEST DECORATION

MAEDA-EN GREEN TEA ICE CREAM
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1st Place

GRAND PRIX!!
Mr. Masanobu Kamimura
(Los Angeles)

2nd Place

Ms. P K (Chino Hills)
Ms. Mika Iwata (Irvine)

AWARD OF EXCELLENCE
3rd Place
MAEDA-EN AWARD

Ms. Urara Suzuki (Torrance)

Ms. Yumiko Katsura (Gardena)

Mr. Parnitnun P (Anaheim)

Ms. Moriko Y (Glendale)

Ms. Vivian Li (New York)
Born in the U.S.A. “Maeda-en Green Tea Ice Cream”

In 1993, Maeda-en Green Tea Ice Cream became a nationwide sensation with its rich and creamy flavor made from authentic Matcha Green Tea 100% from Japan and California milk. The ice cream sold out as soon as it hit the market shelves, pleasing many Americans’ taste buds.

The CEO of Maeda-en, Taku Maeda, has devoted tremendous effort to producing the ice cream. Maeda came to the U.S. all alone in 1980. He started Maeda-en USA to sell Japanese Green Tea, but he soon discovered that Green Tea was hardly known in America, where the coffee drinking culture was so prominent. “Is there a better way to promote Green Tea other than selling tea bags and loose tea in America?” Maeda wondered.

To break into the market, Maeda turned his eyes to Green Tea Ice Cream.

Although it is not entirely certain, “Green Tea Ice Cream” seems to have begun to appear on dessert menus of Japanese restaurants in the U.S. in the early 90s. However, Green Tea Ice Cream sold in selected areas in the U.S. back then was poorly produced ice cream made with artificial Green Tea flavor and food coloring. “Such products could damage the idea of Green Tea. I want to make authentic Green Tea Ice Cream with real Green Tea!” Maeda thought.

Maeda moved forward to create a co-packing product, Maeda-en Green Tea Ice Cream, based on the company's original recipe using 100% authentic Matcha Green Tea from Japan. In order to create a dessert that would be appreciated by Americans, the recipe was created in cooperation with popular Japanese chain restaurants in the U.S. which served Maeda-en's tea. The chefs and managers at the restaurants contributed their ideas by creating ice cream which was true to the original flavor of Japanese Green Tea. Finally, Maeda-en Green Tea Ice Cream was born with the concept of “East meets West.”

Since the birth of Maeda-en Green Tea Ice Cream, it has become one of the most recent popular ice cream flavor in the U.S., where ice cream consumption is the largest in the world.
**Matcha Production**

The production of Matcha Green Tea is the most elaborate way of producing tea in the world. Tea used to create Matcha grows only in carefully maintained shaded tea fields. Several weeks prior to the annual harvest, the tea fields are entirely covered by tarp-like shades. This special shading technique results in a 90% cut of sunlight. The plants, now growing almost in the dark, compensate for the missing light by intense production of chlorophyll, rich in amino acids, resulting in a beverage with a sweet and delicately smooth flavor.

Matcha Green Tea harvest begins in May. The fresh, Green Tea leaves are plucked by hand, steamed to stop the fermentation, and to keep the leaves fresh and green. Then the leaves are slowly dried, broken and cut. The aim is to sort out all stems, twigs and unwanted parts until the finest and purest meat of the tea plant remains - this remaining pure part is called Tencha tea.

The Tencha superfine tea leaves are slowly ground using hand crafted granite stone mills to an ultra fine powder: Matcha. One stone mill produces only 30g - 40g of Matcha per hour.
What is Matcha?

In Japan, Matcha Green Tea is made of Tencha leaves, which are basically Gyokuro type Green Tea leaves that have not been rolled into needles. Unlike whole leaf tea, which is steeped, Matcha is served by whisking powdered tea with hot water. It contains a higher amount of nutrients (vitamins, amino acids, polyphenols and fiber) than other teas, and its flavor is densely rich, almost creamy, compared to other teas.

Matcha is traditionally used for tea ceremonies, but in recent years it has gained popularity in modern cooking and baking, and now comes in different grades for different uses.
Is Green Tea Healthy?

Relax & Reduce Stress
A key amino acid in Green Tea called L-theanine is known to reduce physical & psychological stress responses.

Fuel The Mind
Japanese Green Tea contains some caffeine, which, when taken with L-theanine, may improve one’s alertness and mood.

Boost Your Immune System
Japanese Green Tea contains a considerable amount of vitamin C, but a study has shown that increasing L-theanine levels in your blood may boost immune system responses. And since your immune system is good and running, it can prevent bacteria growth which leads to bad breath.

Aid In Skin Cancer Prevention
Catechins, a polyphenol in Japanese Green Tea, has shown prevention of skin cancer in animal studies. It is suggested that Green Tea can enhance sun protection when used with sun screen.

Reduced Risk for Several Cancers
According the Harvard Women’s Health Watch (October 2004), catechins are more powerful than vitamins C and E in halting oxidative damage to cells and appear to have other disease-fighting properties. Studies have found an association between consuming Green Tea and a reduced risk for several cancers, including, skin, breast, lung, colon, esophageal, and bladder.

Aid in Stroke Prevention
A UCLA study has shown that drinking 3 or more cups of Green Tea a day can reduce the risk of stroke by 21%.

Help With Weight-loss
Clinical trials have shown that drinking Green Tea can increase fat oxidation and prevent obesity. In a different clinical trial, the catechin in Japanese Green Tea has also shown to increase over-all metabolism.

Source:
- [http://maeda-en.com/content/7-mr-glea](http://maeda-en.com/content/7-mr-glea)

*Benefit of drinking green tea: The proof is in -- drinking tea is healthy, says Harvard Women’s Health Watch*
Maeda-en Green Tea Ice Cream packages since 1993

Our product packaging bears the traditional Japanese design pattern called “Ajiro”. Ajiro dates back to the Jomon Era (Approximately 10,000 - 3008 B.C.) in Japanese history. It is a representation of the woven Bamboo baskets used in many traditional daily tools. Maeda-en chose the “Ajiro” design for its packaging, it represents the company’s slogan of “Authentic and Traditional”.

MATCHA
GREEN TEA POWDER
RECIPES
MATCHA BLANCMANGE

Serves 5

Ingredients

For the Blancmange
- 1 Tbsp (5g) Maeda-en Matcha Green Tea Powder
- 1 1/2 envelope of unflavored gelatin
- 5 Tbsp water
- 1 cup milk
- 1.5 cup heavy cream
- 1/2 cup sugar

For Red Bean Topping
- 5 Tbsp sweetened red bean paste
- whipped cream for garnish

For the Matcha Sauce
- 1 Tbsp (5g) Maeda-en Matcha Green Tea Powder
- 3 Tbsp lukewarm water
- 1.5 Tbsp sugar

Directions

1. Mix Matcha sauce ingredients together and cool in refrigerator.
2. Disperse the gelatin in water. Let stand 10 minutes until softened.
3. Whisk half of the heavy cream to a stiff peak.
4. Heat milk, sugar and remainder of the heavy cream over medium heat in saucepan, whisking constantly.
5. Add the Matcha powder very gradually, pouring it through a strainer.
6. Remove from heat and add softened gelatin, stirring continuously until gelatin dissolves completely to make Blancmange.
7. Place the pan over a bowl of ice water, fold the heavy cream into the mixture.
8. Pour the Blancmange into a dessert size bowl.
9. Refrigerate until firm.
10. To serve, decorate the top of Blancmange with whipped cream and sweetened red bean paste, pouring Matcha sauce on side.
**MATCHA LATTE**  
**Serves 1**

**Ingredients**
- 1 tsp (1.6g) Maeda-en Matcha Green Tea Powder
- 7 oz Milk or soy milk
- Sweetener (optional)

**Directions**
1. Combine 1 tsp (3g) of Matcha with 7 oz hot* milk or soy milk.
2. Add your favorite sweetener.
3. Whisk until well combined and frothy.

*If you make Iced Matcha Latte, please add milk or soy milk.

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**MATCHA GINGER FRAPPE**  
**Serves 5**

**Ingredients**
- 1 tsp (1.6g) Maeda-en Matcha Green Tea Powder
- 1 1/4 cups and 3 Tbsp Hot water
- 5 Tbsp condensed milk
- 1/2 oz Candied ginger

**Directions**
1. Pour 1 Tbsp of condensed milk and 3 pieces of candied ginger into a tea cup.
2. Mix the Matcha and 3 Tbsp of hot water in a cup, and stir briskly until the consistency becomes smooth. Then add 1 1/4 cup hot water to mixture and stir again.
3. Pour evenly into each of 5 tea cups.
MATCHA RICE KRISPY

Serves 24pcs

Ingredients
6 cups Popped rice cereal
10 oz Marshmallows
3 Tbsp Butter
3 tsp Maeda-en Matcha Green Tea Powder
3 Tbsp Dried raspberry

Directions
1. Melt butter and marshmallows over med heat in a large saucepan.
2. Once completely melted, add Matcha and mix again.
3. Remove from heat and mix in cereal and dried raspberry, stir until well.
4. Pour the mixture into a parchment paper lined baking dish and let cool for 10-15 minutes before serving.
MATCHA CREAM PUFF

Serves 20pcs

Ingredients
For Matcha Cream Puff
1 cup Butter (regular butter)
1 cup Boiling water
1 cup All purpose flour
4 Eggs, unbeaten
Custard Cream filling (Ingredients and Directions Below)

For Toppings
Powdered sugar
Maeda-en Matcha Green Tea Powder

Directions
1. Preheat oven to 425°F degrees. Combine butter and water in a saucepan and bring to a boil. Remove from heat.
2. Add flour and salt, all at once; stir vigorously until ball forms in center of pan. Add eggs, one at a time; beat well after each addition. Mixture should be very stiff.
3. Drop spoonfuls onto a buttered cookie sheet. Bake until free from beads of moisture.

For Custard Cream Filling
8 oz whipping cream
1 package (approx. 3 1/2 oz) instant pudding mix
1 1/3 cups milk
1 1/2 tsp Matcha Powder

Whip the cream until stiff; set aside. Beat the pudding mix and milk together for 2 min. Fold into the whipping cream.
Small dessert size: Bake at 375°F degrees for 30 min. Then, change to 350°F degrees for 10 min.
Cool, split and fill cooled pugs with filling. Shells may be filled with softened ice cream, sweetened whipped cream or cream puff filling.
Sprinkle with powdered sugar and Matcha powder.
MATCHA MACAROONS

Ingredients
For the Macaroon Dough
2 Tbsp (10g) Maeda-en Matcha Green Tea Powder sifted (for a green color)
1/4 cup granulated sugar
1 1/2 cups powder sugar
7 oz egg white
1/2 lbs almond powder

For Matcha Cream Cheese
2/3 tsp (1.1g) Maeda-en Matcha Green Tea Powder (sifted)
5.3 oz cream cheese
3 Tbsp granulated sugar

Directions
1. In a large bowl, whip egg whites until foamy. Increase the kitchen mixer speed to high and gradually add granulated sugar and Green Tea Powder. Continue to whip to stiff peaks - the whites should be firm and shiny.
2. Fold the sifted almond powder into the mixture and knead until the dough is very smooth.
3. Spoon the batter into your pastry bag, and start squeezing onto parchment paper. Let dry at room temperature for about half an hour.
4. Bake, in a 350 F degrees oven for 6 to 7 minutes, then lower the temperature to 300 F degrees and bake another 13 to 15 minutes. While baking, open the oven door twice to let out the moisture.
5. Remove macaroons from oven and transfer parchment sheets to a cooling rack. When cool, gently peel the parchment off the backs.
6. Pair macaroons of similar size, and spread well-mixed Matcha cream cheese filling onto one of the macaroon, then cover with the other similar size macaroons to make a sandwich. Serve at room temperature.
MATCHA DIP  
Serves 5

Ingredients
1 tsp (1.6g) Maeda-en Matcha Green Tea Powder
7 oz cream cheese
1.8 oz sour cream
1 tsp Kombu-cha (seaweed powdered tea)
6 Tbsp broken walnut
3 Tbsp chives
3 tsp ground red pepper
5 dashes sea salt

Directions
1. Remove the cream cheese from the refrigerator before use to allow it to soften.
3. Add red pepper and chives to the paste and mix lightly.
4. Refrigerate. When cold, serve with a garnish of walnuts, chives and red peppers.

Serve with vegetables or your favorite crackers.
FAMOUS RESTAURANTS WITH MAEDA-EN GREEN TEA ICE CREAM
MATSUHISA BEVERLY HILLS

Renowned chef Nobu made his name well known as a pioneer of fine Japanese cuisine in the U.S. Starting with Matsuhisa Beverly Hills, which opened in 1987, Nobu has been incorporating Maeda-en Green Tea Ice Cream and Mochi Ice Cream into desserts served at his restaurants.

In 2003, Nobu and Maeda-en collaborated and produced Nobu The Green Tea. Nobu The Green Tea is always available as one of the amenity goods at NOBU Hotel, which opened in Las Vegas in February, 2013. (NOBU Hotel: 3570 Las Vegas Blvd. S., Las Vegas, NV 89109)

MR. NOBUYUKI MATSUHISA

Nobuyuki Matsuhisa – known to the world simply as “Nobu” – is the acclaimed and highly influential chef proprietor of Nobu and Matsuhisa restaurants all over the globe. Nobu currently has 31 restaurants in 26 different cities around the world, spanning across five continents.
Master chef Katsuya Uechi is the man behind the seven Katsu-ya Group restaurants as well as the KATSUYA by Starck Restaurants with SBE Entertainment. Long before the opening of his first restaurant, Sushi Katsu-ya, Katsuya devoted his time and effort into creating the perfect dessert to complement Japanese cuisine, particularly sushi. He came up with Sautéed Banana with Ice Cream, which features aromatic Maeda-en Green Tea Ice Cream. Looking back at the time when he was experimenting with the recipe, Katsuya says that there was nothing but Maeda-en’s ice cream that could achieve the flavor he was seeking.

This exquisite dessert immediately became a popular item at the restaurant and continues to please customers at Sushi Katsu-ya in Studio City and Encino.

In 1984, Katsuya moved to the U.S. with his wife. After working as a chef in local Los Angeles restaurants, he decided to become independent. In 2006, Katsu-ya received the highest score from the professional restaurant critique publication Zagat. Katsuya not only is an accomplished chef, but also possess a keen sense as a business man. Having established restaurants in the Los Angeles area, he now has an expansion plan to develop other states as well as Japan.
Restaurant Nippon, the high-end restaurant which introduced the sushi bar and fugu (blowfish) to the U.S. is celebrating its 50th anniversary. Restaurant Nippon has come to define fine Japanese cuisine in New York, and its patrons have included numerous well-known figures from politics, finance, entertainment, and sports. Former professional baseball player Hideki Matsui, who received the National Honor Award this year, has been a regular customer since his days with the Yankees.

During the U.S. Open, a major summer sporting event in New York, professional tennis players such as world champion Novak Djokovic, Maria Sharapova, Kei Nishikori, Kimiko Date-Krumm, and many other top players dine at Restaurant Nippon. Ni-hachi Soba, Soba Salad and Beef Soba Salad, which use handcrafted soba made from buckwheat grown at their own farm in Canada, as well as Beef Sukiyaki and Chicken Komiyaki are especially popular among the players.

Other well known people who have dined at Restaurant Nippon include Secretary-general of the United Nations Ban Ki-moon, King of Pop Michael Jackson and Pop Artist Andy Warhol.

For 20 years, Maeda-en Green Tea Ice Cream has been served as a dessert at Restaurant Nippon and its sister restaurant Soba Nippon. Mayor Michael Bloomberg, one of the regulars, always orders an assortment of Mada-en ice cream for dessert.
This year marks the 20th anniversary of Maeda-en Green Tea Ice Cream in the U.S. market. I would like to express my sincere appreciation for your support. As producer of a dessert which represents Japanese cuisine, we are excited to continue our business of serving customers in the U.S. and world wide with the authentic flavor of Green Tea Ice Cream made from top-quality ingredients.

CEO Profile
Taku Maeda

Maeda was born in 1956 in Nagasaki, Japan, which is known for its international seaport that served as Japan’s only port of entry until the 19th century. He was raised by his parents, the owners of the Green Tea company Maeda-en. His graduation thesis at Keio University was titled “Matcha, Global Strategies of Green Tea.” He came to the U.S. in 1980 to attend a University in Texas, and in 1984, he started his Green Tea company in Dallas, Texas, and moved to California in 1989, the first of its kind outside of Japan. In 1993, Maeda successfully began the production of Green Tea Ice cream made from top-quality authentic Matcha Green Tea from Japan, and created the first Japanese company specializing in the production of ice cream in the U.S. While following tradition, Maeda made a significant impact in the U.S. Green Tea market with his innovative approach.

Company Profile

MAEDA-EN (G. T JAPAN, INC.)
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Established:1984
Operation: Import/Export & Distribution of Green Tea, Ice Cream, Mochi Ice Cream
Website: www.maeda-en.com
Congratulations to Mt. Fuji for being designated as a World Heritage landmark