

**Session III    Lecture 2**

**A New Cultivar of Japanese Green Tea  
Delivering the “High-quality” to the Global Market**

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**Summary**

Tea is a beverage that is representative of Japanese food culture. 'Matcha' and 'Sencha' (NIHON-Cha) originated in Japan. In recent years, the demand for Matcha has been increasing worldwide, and in order to export higher quality 'Matcha' to the rest of the world, NARO has bred a new tea cultivar "SEIMEI" suitable for 'Matcha' production. With its strong umami taste and bright green color, "SEIMEI" is suitable not only for 'matcha', but also for 'sencha', lattes, and as a decoration for food and sweets.