



# YOU' RE INVITED TO A RARE GLIMPSE INTO THE WORLD OF GREEN TEA WITH OSCAR BREKELL

This free seminar is ideal for chefs, beverage professionals and other people in of high-end tea salons, hotels, restaurants and cafés. While Japanese Green Tea has been touted for a variety of qualities in the West for decades, practical knowledge revolving around what makes it so beneficial has been vague at best. Even more importantly, a majority of consumers are misinformed about the many subtleties between Japanese Green Tea types, and how cultivation, processing and brewing can present a range of aromas and flavors. Brekell will change all this by providing his insight into the history, science, traditions, and techniques, from understanding the catechin, caffeine, and amino acid contents of Green Tea to getting to smell, feel and taste a variety of teas. Attendees will get a hands-on education, and experience that was previously only available in Japan.

The seminar will feature 4 most famous Japanese Tea companies showcasing their flavorful tea. Check exhibitors list below;

- ITO EN
- Takaokaya USA
- Sara's Tea Caddie
- Yamamotoyama U.S.A.

About JETRO New York: JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world.



To RSVP: Please contact Steven Hall 212-684-1955/ [stevenh@hallpr.com](mailto:stevenh@hallpr.com)  
Book online: <https://www.surveymonkey.com/r/VXC2KMP>

**When:** OCTOBER 30, 2018

Session I : 9:30am – 10:30am

Session II : 3:00pm - 4:00pm

Session III : 6:00pm – 7:00pm

\*Session I & II are for restaurants/food industry professionals,  
Session III will open for the public

**Where:** New York Event Spaces

(4 W. 43rd St., New York, NY 10036)

**What:** Japanese Green Tea Tasting Seminar



### About Oscar Brekell:

Brekell, a native of Sweden, grew up with a passion for Japanese tea. In 2013, he moved to Japan in order to study Japanese tea, as well as the history and many longstanding traditions - such as Japanese Tea Ceremony -

associated with Japanese Green Tea. He was certified as a Nihoncha Japanese Tea Instructor in 2014, and became the first non-Japanese person to work at the Japan Tea Export Council in 2016. He is often featured on Japanese Television, and has a book about his experiences published in Japanese. As an English speaker, he offers a distinct level of clarity to Western tea enthusiasts.

Photo Credit: Klara Maiko