

# 2021年度 日本茶プロモーション実施報告（米国）

日本食品海外プロモーションセンター（JFOODO）

2022年6月

# 目次

## EC向け施策

- プロモーション全体像
  - 着眼点
  - 目的と戦略
  - ロゴ
- 施策内容と成果
  - 全容
  - インフルエンサー起用
  - プロモーションサイト
  - Instagram
  - デジタル広告/ECサイト
  - プロモーションの全体成果

## 外食向け施策

- プロモーション全体像
  - 着眼点
  - 目的と戦略
  - ロゴ
- 施策内容と成果
  - 全容
  - セミナーの実施
  - 商談イベント・サポート
  - 店頭プロモーション
  - 記事広告
  - プロモーションの全体成果

# EC向け施策

# プロモーション全体像

# プロモーション全体像

## - 着眼点

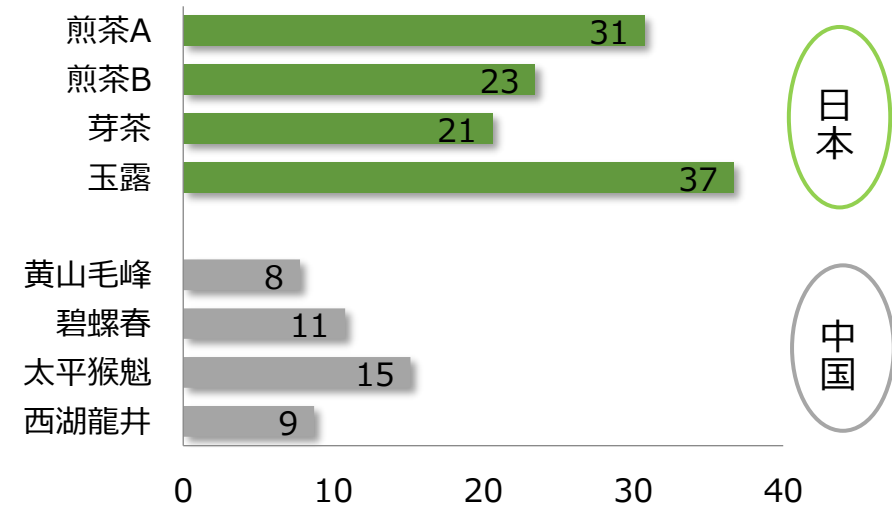
米国のIT企業を発端として、「ミレニアル世代×オフィスワーカー」はマインドフルネスに関心が高いことと、他国産と比べ、日本産緑茶に含まれるテアニンの豊富さ及びその効果に着目しました



北米企業の間で広がるマインドフルネス

<緑茶に含まれるテアニンについて>

- 緑茶には、リラックス効果をもたらすテアニンが含まれている
- 緑茶の中でも、特に日本茶はテアニンが豊富である



図：日本茶と中国茶の浸出液100mlに含まれるテアニン量の比較

※注：当グラフは乾燥した茶葉に含まれるテアニン量ではなく、茶を一定条件で抽出した場合に、浸出液にどの程度の濃度でテアニンが含まれていたか（テアニン浸出率）を示す。日本茶は、よく揉まれているため、中国茶と比べて、テアニンが溶出される成分が多い。

(※) 「マインドフルネス」とは、今、この瞬間に集中できる状態のこと。禅の瞑想をベースとしている。

# プロモーション全体像

## - 目的と戦略

ターゲットとする米国の「ミレニアル世代×オフィスワーカー」に、主に4つのオンライン施策を通じて「日本茶＝マインドフルネス・ビバレッジ」のコンセプトを浸透させ、ECサイトでの購入を目指しました



- デジタル広告出稿
- インフルエンサー起用
- プロモーションサイトやInstagramでのコンテンツ配信
- シームレスな販売の仕組み

## プロモーション全体像 - ロゴ

日本茶を他国産緑茶と差別化し、ロゴを見ると、「日本茶＝マインドフルネス・ビバレッジ」を思い起こさせることを目指して、各所でロゴを掲示しプロモーションを実施しました

<ロゴ>



サイズが小さくともターゲットの目に付きやすいように、  
人の顔をモチーフにしています  
(2017年度に作成し、2021年度も継続利用)

# 施策内容と成果



# 施策内容と成果

## - 全容

インフルエンサーやデジタル広告の活用により、広く日本茶の認知、興味・関心を喚起した上でプロモーションサイトへ誘導し、コンセプトの訴求や最適商品の提案、生産者ストーリーの紹介を経て、購入数増を目指しました



## 施策内容と成果

### - インフルエンサー起用

女優・ブロガー・ビジネスウーマンとして米国で活躍するダニエラ・モネ氏を起用し、Instagramの活用により、多くの米国消費者に日本茶の認知を高め、コンセプトの認知及び興味・関心に繋げました

#### ●インフルエンサー：ダニエラ・モネ氏 (@daniellamonet)



#### ●メガインフルエンサーによるPR

既に日本茶のファンであるモネ氏より、日本茶の飲用スタイルや日本茶の茶種ごとの特徴を、3回に渡るストーリーズ動画やフィード投稿を通して彼女の口から説明しました



フォロワー 435.9万人にリーチ

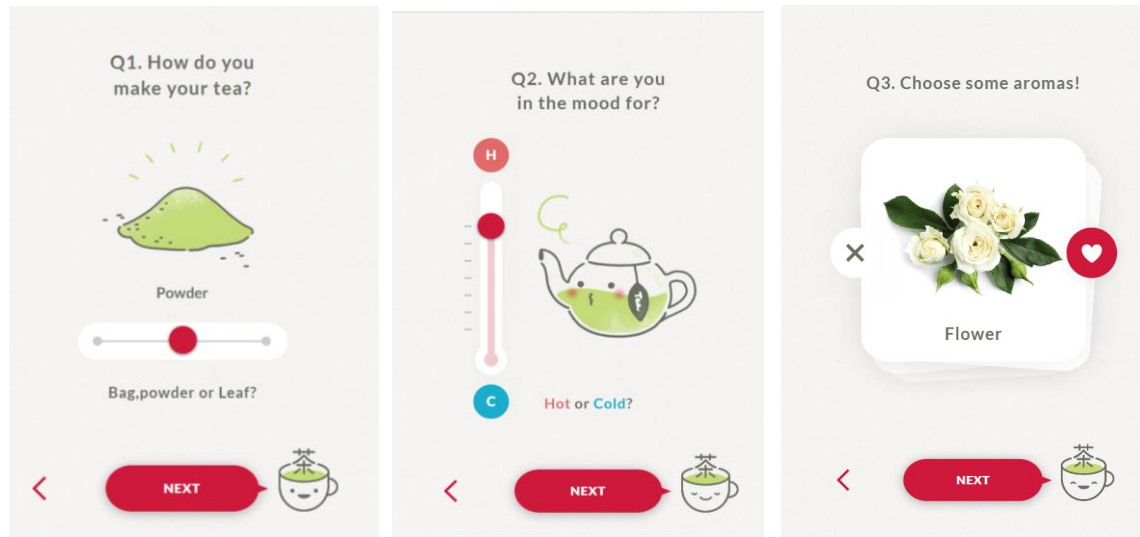
投稿後、日本茶に関するコメントやマインドフルネスに関連するコメントが、計368件きており、日本茶におけるベネフィットの深い理解に繋がりました

# 施策内容と成果

## - プロモーションサイト

日本茶に興味・関心を示した層を購入意向へと向かわせるため、自分の好みに合った最適な日本茶を提案する診断コンテンツ、生産者の想いやストーリーを伝えるコンテンツ等を多数配信しました

### ● 診断コンテンツ(例)



### ● Journal:生産者特集(例)



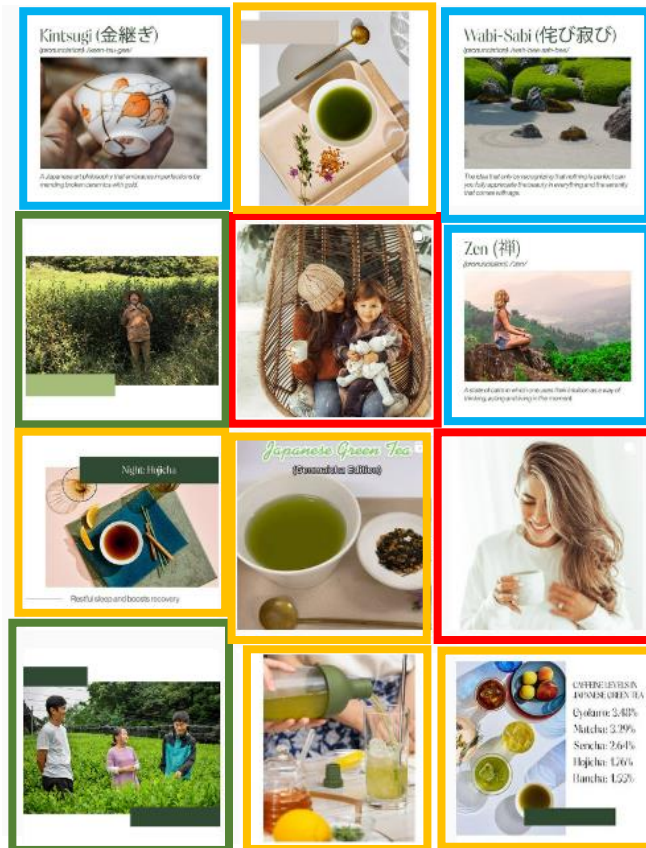


# 施策内容と成果

## - Instagram

コンテンツの質的・量的な強化として、JFOODO日本茶公式Instagramにタイプの異なるコンテンツを多数配信しました

### ● JFOODO日本茶公式Instagram@justteayourself



#### コンテンツのタイプ

- 茶種や淹れ方の紹介
- インフルエンサー
- 生産者のストーリー
- 日本語コンテンツ

### ● 特にエンゲージメント率の高かった投稿例

## Shinrin-yoku(森林浴)

(pronunciation): /shīn-rīn-yō'koo



Forest bathing - where the act of taking in the forest through our senses has a calming effect on our minds.

## 施策内容と成果

### - デジタル広告/ECサイト

デジタル広告を適切な相手/内容/タイミングで投下する都度の最適化を求め、購入意向を持ったターゲットがストレスなく商品購入できる仕組みを構築したことにより、ECサイトでの購入数は前年比1.6倍となりました



Amazon内JFOODO特設サイトでの購入数は  
2020年度比**1.6倍**



※デジタル広告で最終的な購入数分かるのはAmazon広告・Amazon storefrontページ経由のみ

## 施策内容と成果

### - プロモーション全体の成果

JFOODO日本茶プロモーション・EC向け施策により、米国消費者における「日本茶＝マインドフルネス・ビバレッジ」のコンセプト認知率は微減したものの、プロモーション接触率及び購入意向率は高まり、購入数増に繋がりました

#### プロモーション接触率

：各施策にひとつでも接触した割合。  
尚、全施策に接触したのは、9.2%であった



#### 購入意向率

：プロモーション接触者のうち「日本産の緑茶をどの程度購入したいと思いますか」という質問に対する回答上位2項目の割合



出所：JFOODOプロモーション効果測定調査（2022年1月実施）

# 外食向け施策

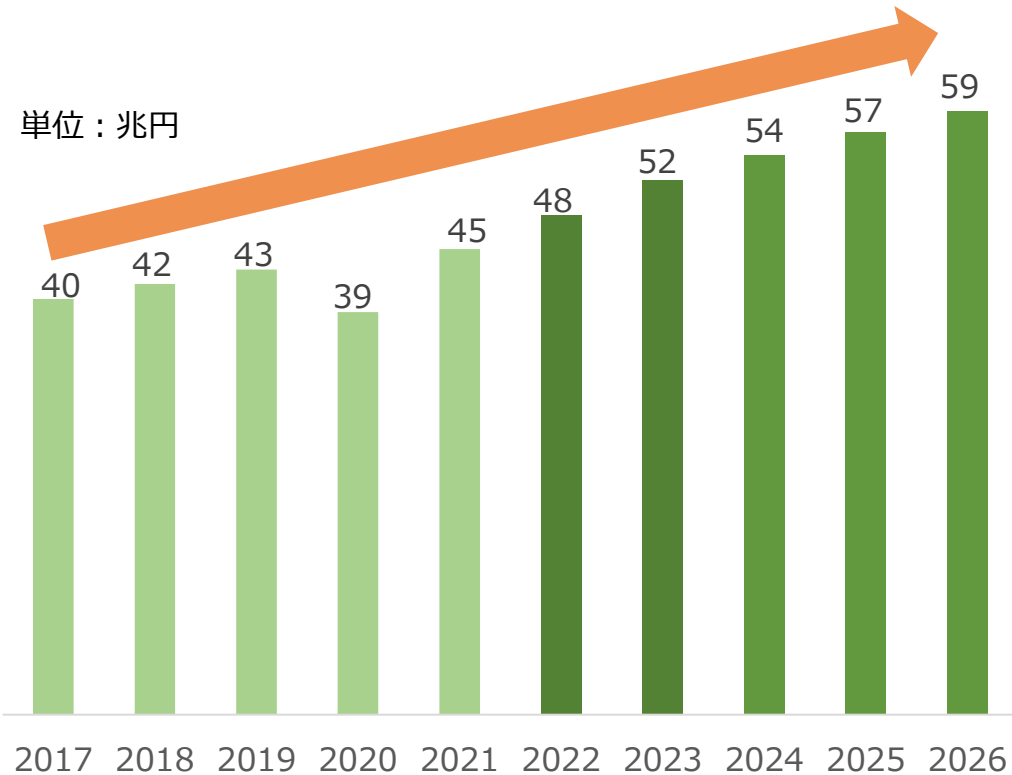
# プロモーション全体像



# プロモーション全体像

## - 着眼点

ミレニアル世代を中心とした健康意識の高まりにより、外食時にアルコールを注文しない人が増えているため、日本茶は新たな選択肢として大きなチャンスがあると認識しています



図：米国におけるノンアルコール飲料の売上金額推移と予測

出所：2021年10月 statistaよりJFOODO作成

米国ではミレニアル世代を中心に、アルコールを飲まない若しくは意識的に少量しか飲まない「Sober curious」というライフスタイルを選択する人々が増加している



出所：2022年1月、Business Insider

## プロモーション全体像

### - 目的と戦略

「緑茶＝サービス」という根強いネガティブな状況を徐々に変えるべく、高級店では良いお茶は有償という新しいスタンダードを作るために、主に高級和食店での有償提供事例作りに取り組みました

外食向けプロモーションでは大きく4つの施策を実施

- 日本茶セミナー
- 商談イベント・サポート
- 店頭プロモーション
- 記事広告

本施策への参加事業者は、大手事業者を含め計16社が参加

**本施策の参加事業者もJFOODOと同様の課題意識を持っています**



図：外食向け施策のキービジュアル

## プロモーション全体像 - ロゴ

EC向け施策同様に、日本茶の識別マークとしてロゴを提示し他国産緑茶と差別化することで、認知度向上に資する取り組みを進め、米国のレストラン事業者及び消費者の両面から相乗効果を期待し、プロモーションを実施しました

<ロゴ>



サイズが小さくともターゲットの目に付きやすいように、  
人の顔をモチーフにしています  
(2017年度に作成し、2021年度も継続利用)

# 施策内容と成果

# 施策内容と成果

## - 全容

高級和食店及び関連卸売業者を対象に、日本茶の販売メリットの認知・理解促進を図るべくセミナーを実施、  
取扱い意向の高い店舗でのプロモーションを経て、ターゲットに支持されている媒体で成功事例の拡散を目指しました





## 施策内容と成果

### - セミナーの実施 (LA&NY)

高級和食店および卸売業者に対し、日本茶の販売メリットの認知・理解促進を図るため、日本茶を全米に供給する事業者「Kettl」と、日本茶を有償提供するレストラン「Torien」を登壇者に招き、2022年2月セミナーを実施しました



セミナーの詳細 (レストラン成功事例やペアリングメニューの紹介等)

<https://greentea-jfoodo.jetro.go.jp/business/>



# 施策内容と成果

## - 商談イベント・サポート

セミナー後には、日本茶事業者と現地卸売業者との商談会を実施し、取扱い拡大に向けた素地を作りました



参加者：  
日本側：16社 / 米国側：計68名  
(19ディストリビューターを含む)



### Japanese Green Tea Company List

|   |  |   |   |  |  |
|---|--|---|---|--|--|
| <p><b>THE MATCHA TOKYO Co., Ltd.</b><br/>The MATCHA TOKYO manufactures high quality 100% Organic Matcha and Japanese tea at our own farm in Kagoshima, Japan. We are able to offer you different grades of Matcha and any kind of Japanese tea for retail, manufacture and food products for cafe and restaurant.</p> <p>① <a href="https://www.the-matcha.tokyo">https://www.the-matcha.tokyo</a><br/>② Mr. Takashi Otsuka<br/>tsuka@the-matcha.tokyo<br/>+81-774-770-4871</p>   | <p><b>Furukawa Seicha Inc.</b><br/>We are tea farmers who have been growing tea trees using traditional methods for generations in Gakushūji, Kyoto. The word 'Seicha' is our common goal to advance the knowledge of delicious Japanese green tea. This is why Maltese Japan center is selected as our partner to offer superior green tea for all our customers.</p> <p>① <a href="https://www.furukawaseicha.com/">https://www.furukawaseicha.com/</a><br/>② Mr. Yoshitaka Furukawa<br/>info@furukawaseicha.com<br/>+81-774-31-4600</p> | <p><b>Maikonooha Honpo Co., Ltd.</b><br/>"Tea As a Way of Life" is the motto of Maltese Japan. This word summarizes the basic philosophy of Maltese. It is our common goal to advance the knowledge of delicious Japanese green tea. This is why Maltese Japan center is selected as our partner to offer superior green tea for all our customers.</p> <p>① <a href="https://maikonooha.jp/mal/jp/en">https://maikonooha.jp/mal/jp/en</a><br/>② Mr. Toshiya Nishio<br/>t-nishio@maiko.ne.jp<br/>+81-60-6008-5000</p> | <p><b>KOBATAEN CO., LTD.</b><br/>Japanese green tea, UJIMOTO in Kyoto Pref. The private business customers with various types of Japanese green tea in line with their requests. It is also more people to enjoy the "umami" taste as well as traditional flavor and aroma of our Japanese green tea.</p> <p>① <a href="http://www.kobataen.com/en">http://www.kobataen.com/en</a><br/>② Mr. Kazuyuki Horikuchi<br/>mail@kobataen.com<br/>+81-774-62-3115</p>   |  |  |
| <p><b>TOKYO MATCHA SELECTION</b><br/>Ishihara-Tokyo Inc.<br/>A select shop that deals specifically in Japanese tea that are "noticed" the main reason of distribution is too famous, but taste great and in a rich market. Not only for defining great taste &amp; flavored tea to your door, we also make great effort that you would like the look &amp; fragrance of the product.</p> <p>① <a href="https://www.tokyo-matcha-selection.com/">https://www.tokyo-matcha-selection.com/</a><br/>② Mr. Taro Ishihara<br/>info@tokyo-matcha-selection.com<br/>+81-6-4336-1747</p> | <p><b>新緑園</b><br/>Shinyokuen Co., Ltd.<br/>Selling Miyazaki tea all over the world. A green tea with tea steeping is the history of the tea. It has been treated the Minister of Agriculture, Forestry, and Fisheries Award 4 times. Also, treated many awards from food competitions overseas.</p> <p>① <a href="https://shinyokuen.net/en/gb">https://shinyokuen.net/en/gb</a><br/>② Mr. Shingo Kuraki<br/>shin141@gmail.com<br/>+81-90-466-0522</p>   | <p><b>Ujinotsuyu Seicha Co., Ltd.</b><br/>Ujinotsuyu Seicha is a group company of Fukunaga, which was established in Kyoto over 200 years ago and one of the oldest and largest Japanese tea manufacturers. The export Japanese tea has been 50 countries for over 40 years from Kyoto. UJ comes from the birthplace of Japanese tea.</p> <p>① <a href="https://www.ujinotsuyu.co.jp/english/">https://www.ujinotsuyu.co.jp/english/</a><br/>② Ms. Noriko Fukunaga<br/>kage@ujinotsuyu.co.jp<br/>+81-75-72-1010</p>   | <p><b>SONO LLC.</b><br/>SONO LLC. is a startup based in Irvine, CA. As a result, "SONO" was created. With an entrepreneurial business of small to mid-sized tea farmers. Our tea are either JSC certified organic or pesticide/chemical-free farming to aim to organic certification. We offer unique local Japanese teas.</p> <p>① <a href="https://www.sono-llc.com/">https://www.sono-llc.com/</a><br/>② Mr. Toru Wakabayashi<br/>info@sono-llc.com<br/>+81-76-27-6279</p>   | <p><b>Ten riverside</b><br/>Ten riverside launched the steam tea project. As a result, "TEN" was created. With an unparalleled roasting method, it has a rich aroma and a refreshing taste with little bitterness. In addition, "TEN" is kind to the environment and our health as it is certified by Rainforest Alliance and JSC.</p> <p>① <a href="https://ten-tea.com/en/">https://ten-tea.com/en/</a><br/>② Mr. Kenta Masuda / Ms. Yukie Nakamura<br/>info@ten-tea.com<br/>+81-76-267-1161</p> | <p><b>和香園</b><br/>Wakohen Inc.<br/>The story started about 70 years ago, when Hisami Hongo decided to grow tea on a small farm. It was nearly 100 years that the story of his son Tadao Hongo decided to grow more tea garden, then his tea factory for the unrefined tea and start for the final tea product and even the packaging.</p> <p>① <a href="https://www.wakohen.co.jp/en/">https://www.wakohen.co.jp/en/</a><br/>② Mr. Satoshi Shimizu<br/>s.wakohen@wakohen.co.jp<br/>+81-80-475-1023</p>     |
| <p><b>ISHIKAWA ORGANIC TEA FARM</b><br/>Our products are grown with only natural organic fertilizers and no agricultural chemicals or pesticides in the elevated 600 meters of mountain. We are the first farmer which had obtained JSC in Japan. Most of our products export to overseas. © 2020 we received Prince Minister's Award.</p> <p>① <a href="https://www.ishikawa-organic-tea.com/en/">https://www.ishikawa-organic-tea.com/en/</a><br/>② Mr. Takashi Ishikawa<br/>takashi@istm7.com.jp</p>   | <p><b>empapilio, Inc.</b><br/>LEUKU TEA is a Japanese tea brand owned by empapilio, Inc. We are working together with a small, family-owned tea farm that do not allow mass production but continue to make good quality tea. Our aim is to realize the idea of delivering delicious tea to tea lovers around the world.</p> <p>① <a href="https://www.empapilio.com/">https://www.empapilio.com/</a><br/>② Ms. Akiko Ono<br/>contact@empapilio.com<br/>+81-60-2579-7262</p>   | <p><b>SUGIMOTO TEA</b><br/>Sugimoto Tea Company<br/>We are a 3rd-generation Japanese tea master founded in Shizuoka. By working directly with tea farmers and producing tea in our facilities, we provide you with a range of delicious Japanese green tea. Your tea will arrive quickly after ordering from our international office near Seattle, WA.</p> <p>① <a href="https://www.sugimoto.com/">https://www.sugimoto.com/</a><br/>② Mr. Nika Yamada<br/>info@sugimoto.com<br/>+206-858-6102</p>                  | <p><b>Marufuku Seicha Co., Ltd.</b><br/>Established in 1955, the company purchases and treats tea mainly from Shizuoka. The company specializes in adjusting the roasting heat to bring out the characteristics of the region and the customer's requests. They focus on developing new products such as organic products and.</p> <p>① <a href="https://www.marufuku-seicha.jp/english/">https://www.marufuku-seicha.jp/english/</a><br/>② Ms. Aseri / Mr. Shota Yamada<br/>marufuku@seicha.co.jp<br/>+81-54-27-2711</p> | <p><b>ITO EN (North America) INC.</b><br/>ITO EN North America is dedicated to growing green tea in green tea culture, especially in the United States where the benefits of Japanese green tea are well aligned with consumer value and the customer's requests. They focus on developing new products such as organic products and.</p> <p>① <a href="https://itoen.com/">https://itoen.com/</a><br/>② <a href="https://www.itoen.com/">www.itoen.com</a></p>                                    | <p><b>Kyoto tea cooperative</b><br/>It is an organization composed of 120 tea producers in Kyoto prefecture as union members. The purpose is to contribute to the promotion of the tea industry by carrying out various operations such as integrated storage of green tea, which is difficult for each company to handle.</p> <p>① <a href="https://www.kyoto-tea.co.jp/">https://www.kyoto-tea.co.jp/</a><br/>② Ms. Chiemi Okamoto<br/>okamoto@kyotea.co.jp<br/>+81-774-252-7111<br/>+81-60-463-8711</p> |





## 施策内容と成果

### - 店頭プロモーション

セミナー・商談イベント後、37店舗がプロモーションに参加、うち5店舗（2022年3月末時点）において日本茶有償メニューの新規取り扱いもしくは、既存メニューの取扱茶種拡大が決定し、更に年内にも複数の店舗が導入予定です



NYレストラン MINE Craft Sushi/GONGO  
[www.15stmarks.com/mine-menu](http://www.15stmarks.com/mine-menu)



NYレストラン Salt + Charcoal  
[www.saltandcharcoal.com/](http://www.saltandcharcoal.com/)



NYレストラン WOKUNI  
[www.wokuninyc.com/](http://www.wokuninyc.com/)

LAレストラン Tsujita  
[tsujita-usa.com/](http://tsujita-usa.com/)



NYレストラン Towa  
[www.towanyc.com/](http://www.towanyc.com/)



# 施策内容と成果

## - 記事広告

消費者に対しては日本茶の飲用意向を高め、レストランへの来店を促すことを目的に、また、外食事業者に対しては日本茶の取扱い確立・拡大を行ったレストランの成功事例の横展開を狙うことを目的に、記事広告を出稿しました

**EATER**



### How to Pair Japanese Green Tea With Your Favorite Foods

As more and more restaurants add it to pairing menus, think of the earthy beverage as an alternative to alcohol.

By **Viv Greene** | Mar 5, 2022, 11:30pm EST



This advertising content was produced in collaboration between Viv Creative and our sponsor, without involvement from Viv Media editorial staff.

At **Eater**, a contemporary fine dining restaurant in Chicago with two Michelin stars, one of the most memorable drinks on the non-alcoholic pairing menu is a hot gyoza kuitcha from Uji, Japan, steeped with miso and mixed with lime cordial and finger lime. The hot drink offers a surprising contrast to the cold **hamaebi crabs**, and the tea's sweet, melow flavor with a splash of acidity and subtle umami perfectly accentuates the buttery but delicate fish.

In recent years, high-end restaurants have beefed up their non-alcoholic beverage offerings in response to consumer demand. And as more diners look for alternatives to wine and cocktails, one beverage in particular has become a favorite among discerning palates: **Japanese green tea**.

"The demand for Japanese green tea as a non-alcoholic beverage has increased not only in household consumption but also restaurant consumption among the sober curious," says Zach Mangan, a Japanese green tea specialist and CEO of **Katell**. Mangan says that many of Katell's restaurant clients, like **Toriten**, the first international branch of one Michelin-starred yakitori bar **Torishiki** in Japan, are now offering Japanese green tea menus and utilizing Japanese green tea in non-alcoholic beverage pairings due to increased demand.



An example of a green tea food pairing. | Courtesy of JFOODO

Akio Matsumoto, a sommelier at **Toriten**, believes it's a win for both restaurants and customers to have Japanese green tea on more drink menus: "From a business perspective, even customers who don't order alcoholic beverages often order from the Japanese green tea menu, which helps us maintain our profit margin because we can maintain higher customer spending. From customers' perspectives, they can be satisfied with a wide range of variations based on their preference and have a special dining experience with Japanese green tea pairings."

Green tea is already popular for its earthy taste, comparatively low caffeine content, and antioxidants. However, Japanese green tea in particular is known for its rich sweetness and lasting umami flavor — both of which make it an ideal choice to pair with savory and sweet foods alike. Additionally, Japanese green tea contains elevated levels of L-Theanine, a flavorful amino acid that adds depth to the tea's flavor. All varieties of Japanese green tea are hand-harvested and processed with precision and consistency, allowing those nuances in flavor to shine.

"Japanese green tea offers remarkable texture on the

**"Whether brewed hot or cold, Japanese green tea can enhance and inspire the table experience by adding a level of unexpected depth."**



Unexpectedly, wabi is favored traditional food pairing for Japanese green tea. **Yu Yaku No**, one of the best omakase restaurants in New York, does an excellent job of pairing wabi with green tea. The tea pairing consists of several different types of Japanese green tea, freshly brewed throughout the course of your meal. According to beverage director **Gene Hildner**, **Yu Yaku No** offers only a dozen different teas at a time. Depending on the season, from **sencha** and **doucha** to **gyokuro**, **hamaebi**, **hamaebi**, **hamaebi**, and **hamaebi**.

"A cup of hot tea is full of aromatic thanks to the presence of amino acids and other acids, like L-Theanine, often enhanced by flowers of lemons and higher values," **Silence** explains. "It will not only enhance the food but also help cleanse the palate for the next course." With a well-curated menu that changes daily, **Silence** uses multiple green tea pairings. For example, he pairs **shimizu** (shimizu shiraz) with a mildly sweet and finishing **Miyako** (shimizu shiraz), and **Hildner** pairs it with **Open** (gyokuro) from **Uji**, with its rich umami flavor and pronounced acidity.

Executive chef **Kanada** (owner of **The Ribbon**) **Yu Yaku No** & **Cell** also enjoys pairing green tea with savory food. He recommends **Blue Ribbon's** **Haga** (Pilsner, a blend of malted rice and pilsner) because that is one of the more popular drinks on the menu. "The **Haga** Pilsner pairs beautifully with a variety of food items," **Imoto** says. He recommends it with small fried rice and other fried chicken wings. "The cold green tea simply refreshes the taste buds and makes the palate like nothing else." **Craps** (rice with spicy sauce and wakame) is also one of his favorite dishes to pair with green tea, thanks to the flavors brought out by L-Theanine.

**Silence** adds that he's noticed customers "are opening up their minds and are more open" to try different types of traditional Japanese green tea. With more and more people adopting their custom blends, it's clear that Japanese green tea is becoming a desirable non-alcoholic alternative.

Learn more about Japanese green tea [here](#).



### RESTAURANT BUSINESS

Winsight | Digital Studio

### BEVERAGE JAPANESE GREEN TEA OFFERS A REFRESHING, NEW OPTION FOR SOBER-CURIOS DINERS

As demand for non-alcoholic beverages continues to trend upward, many restaurant operators are turning to a classic: tea.

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"The demand for Japanese green tea as a non-alcoholic beverage are increased not only in household consumption but also restaurant consumption among the sober-curious, a group of people who don't drink alcoholic beverages or consume fewer of them," said **Zach Mangan**, a Japanese green tea specialist and CEO of **Katell**.

Many restaurant clients of **Katell**, including fine dining restaurants such as **Sushi Noz** and **Sushi Nakazon**, started offering Japanese green tea menus and food pairing menus with Japanese green tea due to the demand. **Mangan** said, "Japanese green tea offers remarkable texture on the palate with a pleasing depth that usually pairs well with both sweet and savory foods due to elevated levels of L-Theanine. Whether brewed hot or cold, Japanese green tea enhances and inspires the table experience by adding a level of unexpected depth, contrasting or complementing a dish in the same way wine can."



**Toriten**, the first international branch of Michelin-starred yakitori bar **Torishiki**, located in Tokyo, Japan, is one such restaurant that offers this tea. The restaurant offers entire Japanese green tea menus as well as tea pairing menus including Japanese green tea. **Akio Matsumoto**, a sommelier at **Toriten**, mentioned that there are two advantages of including Japanese green tea in drink menus: restaurant perspective and customer perspective.

From a business perspective, even customers who don't order alcoholic beverages often order from the Japanese green tea menu, which helps retain profit margins because restaurants can maintain average customer spending. From customers' perspectives, they can be satisfied with a wide range of variations based on their preferences, and special dining experiences with Japanese green tea pairings.



**Matsumoto** said, "40% of our customers order a single tea item including Japanese green tea, and 10% of them order from the tea pairing menu." One of the other advantages of offering the menu is the high-profit margin. The cost of preparing Japanese green tea is inexpensive compared to other drinks such as wine and Japanese sake, but the restaurants can offer the menu with decent prices similar to the other drink menu. The average price of a single tea item is in the range of \$10-\$14 depending on the kind of Japanese green tea and the grade. At **Toriten**, they offer the tea pairing menu at \$90-\$100.

In order to aim the expansion of the demand, **JFOODO**, a Japanese government organization promoting Japanese food products to overseas markets, organized Japanese green tea seminars that targeted restaurant owners and beverage managers in Los Angeles and New York City. In the seminar, **Mangan** explained the fascinating points of Japanese green tea and each unique feature, and **Matsumoto** described the advantages of offering Japanese green tea at the restaurants and approaches of how to pair foods with Japanese green tea. For more detailed information and the video of the seminar, [click here](#).



計5媒体に掲載

# 施策内容と成果

## - プロモーション全体の成果

プロモーションに参加した高級和食店及び卸売業者からは、日本茶の有償提供に向けた高い取扱意向を得ることが出来、消費者に対しても日本茶の飲用意向を高める店頭プロモーションや記事広告により、成功事例を拡散しました

