



The Tea About Green Tea:

How To Leverage This Functional & Trending Botanical

In the [Q4 edition of our 2022 newsletter](#), we introduced botanically inspired functional beverages. Functional beverages are those that have or claim to have health benefits, and may include sports and performance drinks, energy drinks, ready-to-drink teas, “smart” drinks, fortified fruit drinks, plant milks, and enhanced water.

The functional beverage market is booming thanks to the introduction of new functionalities that meet the needs of a wider audience. In this issue, we'll focus specifically on the functional benefits of green tea.

The global green tea market is [projected to reach more than \\$29 billion in the next 7 years, growing at a CAGR of 8%](#). Green tea has become increasingly popular among younger generations as they seek healthy, organic, and plant-based products.

Not only limited to the beverage market, green tea can also be used as an ingredient in food and skincare applications as well.

Functional Benefits of Green Tea

Green tea contains the amino acid L-theanine which can be used for its [potential calming and de-stressing effects](#).

There is [some evidence to support additional claims around the benefits of L-theanine to help support mental focus, sleep quality, and immune system support](#). While many products add L-theanine to their ingredient list, green tea is a more natural source of L-theanine.

Green tea also typically contains caffeine. Evidence for caffeine's health benefits is well supported. Studies have shown that caffeine can support [cognitive function](#) and [metabolism](#).

Green tea may serve as a good alternative to coffee for those who get headaches and increased anxiety from high amounts of caffeine. Generally green tea contains 20–60mg of caffeine compared to 8–100mg commonly found in coffee.

Many health benefits of green tea are science-backed and/or clinically tested, while others will require more study. Regardless, green tea is commonly perceived as a beneficial beverage due to long-held remedies making this a trending drink among consumers of all ages.



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Trending Green Tea Varieties

Matcha

Matcha is an extremely popular green tea variety, with entire cafes devoted to serving it. Unlike your usual tea varieties, matcha is consumed as a powder of ground tea leaves. The powder is whisked with hot water and typically mixed with milk and served as a latte due to its strong taste.



Matcha comes from the same plant (*Camellia sinensis*) as other green tea varieties, but is cultivated a bit differently. The plant is shaded from sunlight so it produces more amino acids such as L-theanine. After harvesting, the leaves are ground into a fine powder.

Since matcha is consumed in a more concentrated form, rather than leaves steeped in hot water as other varieties are, more of the nutrients are consumed in a single serving.

We're seeing matcha show up in more than just beverages and tea. From baked goods to soft serve, matcha is certainly the most buzz-worthy green tea variety!



Matcha cream puffs recipe from TheLittleEpicurean.com



Matcha soft serve ice cream from matcha cafe [Holy Matcha](#) in San Diego, California.

In a recent [New York Times](#) article, Dr. Frank Hu, a professor of nutrition and epidemiology and chair of the department of nutrition at the Harvard T.H. Chan School of Public Health stated, "If you develop a habit of regular matcha consumption, in the long run you may get some health benefit... But if you just sprinkle some matcha powder on top of chocolate ice cream, then I don't think it will do much to help."

While matcha-flavored everything is trending now, health-conscious consumers will continue to purchase truly healthy matcha-infused products for years to come.

We have a number of [matcha tea powder varieties and accessories](#) available to meet your product development needs, including ceremonial grade, certified organic and certified fair trade.

Sencha Leaf Tea

Sencha is a type of Japanese green tea that is made from the most fresh and young leaves of the *Camellia sinensis* plant. The leaves are harvested in early summer then steamed, twisted, and dried. While fresh and bright, its flavor is herbal and bittersweet, with a hint of an ocean breeze and a clean finish.

Sencha was first brought to Japan from China in the 17th century, and it has been a beloved part of Japanese tea culture ever since. The most popular green tea in Japan, sencha will give you rich, earthy, herbal flavors, and a small caffeine boost. Plus, count on plenty of antioxidant and immune-boosting benefits.*

Try our [Organic Sencha Leaf Tea](#), [Organic and Fair Trade Sencha Leaf Tea](#), or [Decaffeinated Organic Sencha Leaf Tea](#).

"Always fresh with a nice green color. I love it and so do my customers. I add flavor sometimes and it works great for blends."
—Starwest Customer Ashley S.



Functional Green Tea Blends

Our functional teas are a blend of our premium quality herbs and spices formulated for specific needs, reflected in their names. Each herb complements the others in our formulas, and together they form a strong coalition to support the body's quest for health.



Energy Adjustment Tea

Our Energy Adjustment tea blend contains organic young hyson tea, organic eleuthero root, organic schisandra berry, organic ginkgo leaf, organic gotu kola, organic licorice root, and organic ginger root. This invigorating green tea can be enjoyed throughout the day to support energy and well-being.



Calming Rest Tea

Our Calming Rest tea blend contains organic chamomile, organic peppermint, organic sencha leaf green tea decaffeinated, organic skullcap herb, organic wood betony, organic catnip herb, and organic stevia leaf. This caffeine free tea is perfect to enjoy before bed.

Taking herbal formulas in conjunction with a healthy diet and lifestyle can be beneficial for one's health and well-being. Our functional tea blends can be purchased in bulk so you can fill your own fusible paper tea bags, or purchase pre-bagged to save time.

*Information and statements about the products on this site have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure, or prevent any disease. You should not use the information contained herein for diagnosing or treating a health problem or disease, or for prescribing any medication. We recommend that you consult with a qualified healthcare practitioner before using any herbal products, particularly if you are pregnant, nursing, or on any medications.



Incorporate On-Trend Green Tea Into Your Product Development

Green tea is a popular botanical with functional benefits that appeal to a broad audience.

At Starwest, we are dedicated to assisting your business in integrating the advantageous properties of green tea into your product development.

Our team is here to help you meet consumer demands and enhance both your business and the well-being of your customers. Contact us at info@starwest-botanicals.com to get started.

