### What’s the Difference?

#### Instant Tea (Green Tea) VS Powdered Green Tea

Both looks very similar, but there is a huge difference. We would like to focus on the key factors that makes these two products different.

#### Production Method

- **Extract** the liquor from leaves
- **Concentrate** the extract
- **Dry** the concentrate to a powder

- **Green Tea Leaf** → Extract → Concentrate → **Instant Tea Powder**

- **Simply Ground** the tea leaf into **Fine powder**

  *In case of ceremonial grade matcha, traditional stone ground mill is used

- **Green Tea Leaf** → **Green Tea Powder**

#### Health Benefits

- **Green Tea Leaf**
  - When you extract, you are getting only \( \frac{1}{3} \)rd of the nutrients and minerals of the whole tea leaf
  - Because they are only water soluble nutrients and minerals

- **Instant Tea Powder**
  - 1/3rd

- **100%**

- **Green Tea Leaf**
  - Since the whole leaf is milled, you can get 100% the nutrients and minerals from the whole tea leaf

#### Solubility

- **Immediately dissolves in water** with no sediment
- Will **not dissolve** well as instant tea. Likely to have some sediment

#### Ingredients

- **Includes preservatives** such as Maltodextrin, Citric Acid, etc.
- **No preservatives** just pure green tea leaf

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Reference: “Kenko Choujyu no Hiketsu (Key to Longevity)” by Professor Taguchi Hiroshi