



# The Art of Korean Tea





“

*If you drink a tea, you will be better.  
If you drink an alcohol, you will be spoiled.*

”

Dasan Jeong Yak Yong  
(1762.6.16 ~ 1836.2.22)

\*Dasan(茶山) : Jeong Yak Yong's pen name,  
which means "a tea mountain."







## About Us

Nousbo is an agricultural corporation that cooperates with farmers to supply eco-friendly farm products and to export their local organic produce overseas.

Green tea is one of the agricultural products that we have supplied, in collaboration with the local government and more than +2,000 farmers, for nearly 10 years.

To maintain this collaborative business, we have followed strict regulations, including HACCP, and obtained various certifications, such as USDA-NOP, EU, halal, and kosher. There has also been continuous investment in advanced equipment to produce safer and more dependable products.

Its ongoing, genuine efforts have positioned Nousbo to meet the needs of a growing tea market and create value for our stakeholders.





## History of Korea Tea

According to Korean historical records from the Silla Dynasty (AD 668–945), Korean tea originated with a messenger, Dae-Ryum Kim, who introduced tea seeds from China in AD 828. He planted the seeds in Hadong county, which has an ideal environment for tea cultivation. Hadong tea was later offered during ancestral ceremonies (Cha-Rye), held on major holidays, to only kings and high-class nobles. Korean tea culture reached its peak during the Koryo Dynasty (AD 918-1392) as Buddhist monks began consuming the tea for its mental and physical stability benefits. This Buddhist culture introduced tea to the public, and it eventually became available to ordinary people during the Koryo Dynasty. However, the tea culture started to decline during the Joseon Dynasty (AD 1392-1910), when Buddhism

became displaced by Confucianism. During this period, only a few scholars and monks continued the tea culture, until a famous Korean philosopher, Dasan Jeong Yak Yong, started to promote tea to his disciples, even during his exile, and taught both the tea ceremony and his political thought to his followers. Korean tea culture was thereby maintained by his disciples.

Nowadays, tea is grown in many southern areas of Korea, including Jeju Island & Hadong in mainland, the former has been awarded UNESCO's "Triple Crown" (UNESCO Global Geopark, World Heritage Site, and Biosphere Reserve), the latter was designated a GIAHS (Globally Important Agricultural Heritage System) in 2017. With extensive support from local government and industry, Korean tea is emerging as a premium tea with its unique taste and exceptional quality, formed in a pure and unique environment. With extensive support from local government and industry, Korean tea is emerging as a premium tea with its unique taste and exceptional quality, formed in a pure and unique environment.







# JEJU Island

'Triple Crown' from UNESCO

Jeju Island, one of UNESCO's Global Geoparks and the only place awarded its 'Triple Crown,' is Korea's biggest volcanic island; located at the southernmost tip of the Korean peninsula. Our organic tea leaves originate from Jeju Island, where the fertile soil is rich in minerals and the water is naturally purified underground. A warm climate, plenty of rain, and enthusiastic farmers contribute significantly to producing top quality organic matcha on Jeju Island.

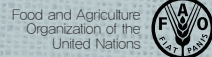
- Biosphere Reserves  
focus on the harmonized management of biological and cultural diversity.
  - World Heritage Sites  
promote the conservation of natural and cultural sites of outstanding universal value.
  - UNESCO Global Geoparks  
international recognition for sites that promote the importance and significance of protecting the Earth's geodiversity through actively engaging with the local communities.
- Source : <http://www.unesco.org>



## Hadong in mainland

(Globally Important Agricultural Heritage Systems, GIAHS)

Hadong green tea has a unique flavor and exceptional quality from its peculiar tea tree, which originated in ancient China. The area is surrounded by mountains, with rivers that create a dense fog and moist environment, which results in a drastic difference in temperature between day and night. These are the perfect weather conditions for tea trees to grow with a delicate and pure flavor, which will eventually light up your day. Hadong was designated a GIAHS (Globally Important Agricultural Heritage System) in 2017.



Hadong

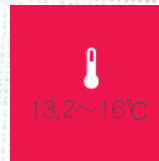
Jaju Island

■ Cultivation condition  
Mean temp : 13.2~16°C  
Min. temp : -5°C  
Precipitation : 1,358~1850mm  
Soil : pH 4.4~5

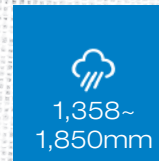
## The optimum area for tea cultivation



Fresh Air



Perfect temperature



Rainfall



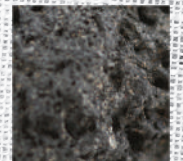
Natural shading



Fertile, volcanic soil



Clean ground water



Good drainage from porous basalt



## Safety Control



### Monitoring

- Inspect for disease
- Protect from extreme weather



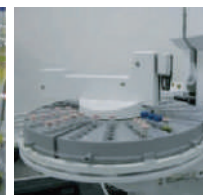
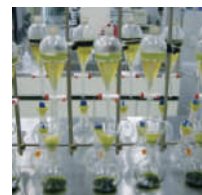
### Sampling

- Sample fresh tea leaves each week before harvest
- Collect growth data



### Washing

- Wash off dust with sprinkler before harvest



### Inspection (before harvest)

- Pesticide/heavy metal testing
- Inspect with GC and GC/MAS
- Component analyses (theanine, catechin, etc.)



### Harvesting/processing

- Harvest only inspected tea trees
- Process tea leaves into various products



### Inspection (after harvest)

- Inspect during and after tea processing
- Eurofins, Control Union, and Dolnara

Organic  
Green  
tea



# Certifications

Our company is specialized in handling organic products and authorized to trade by our Control Body (KR-ORG-023).

In order to meet the expectations of our customers, our products are carefully managed from farming to the final product by following HACCP plan.

To guarantee its quality, we manage our product by getting new certification year by year. For now, we have certification not only organic, but also, HALAL, KOSHER and FDA. Next year, you can expect another mark too on our products.



EU Organic Certification  
issued by Control  
Union Korea  
(KR-ORG-023)



EU Organic Certification  
issued by Control Union  
Korea (KR-ORG-023)



China Organic Certification  
issued by COFCC



HALAL Certification  
issued by Korea Muslim  
Federation



KOSHER Certification  
issued by Earth Kosher



SGF Food Safety Code for  
Manufacturing, Edition 8.0  
issued by SGS



Comprehensive Quality Management System  
Certified HACCP Based Food Safety Plans



Food Safety System  
Certification (FSSC) 22000  
issued by bsi.



U.S. Food and Drug  
Administration registered

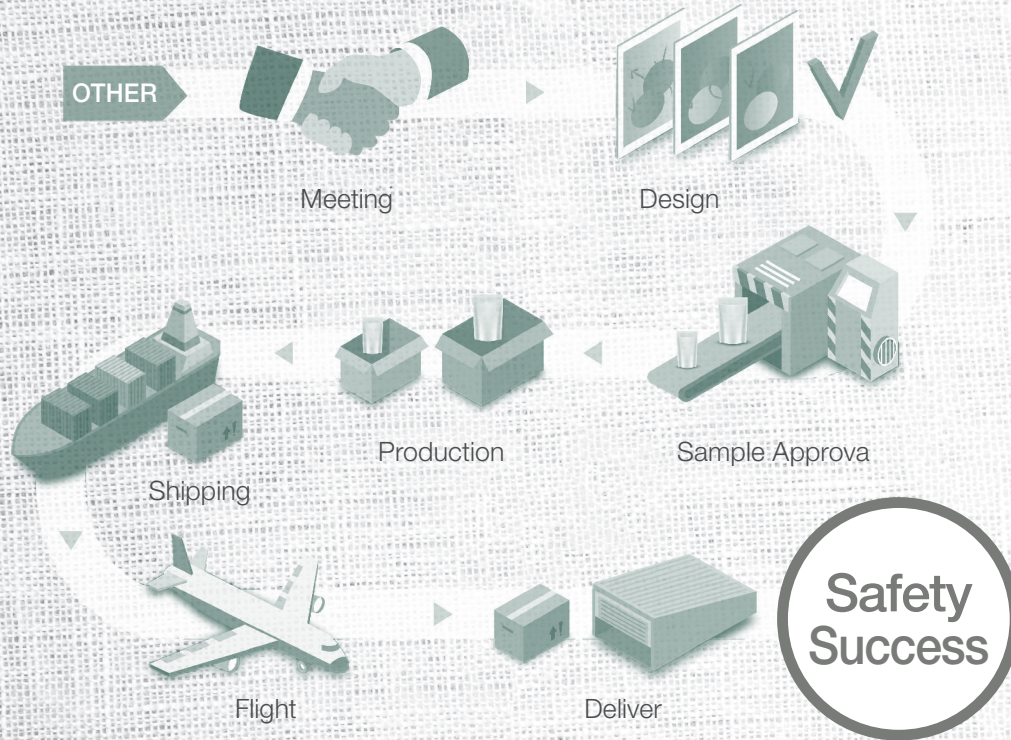


# You Can Make Your Own Green Tea Product

We provide OEM service for the company who has own brands

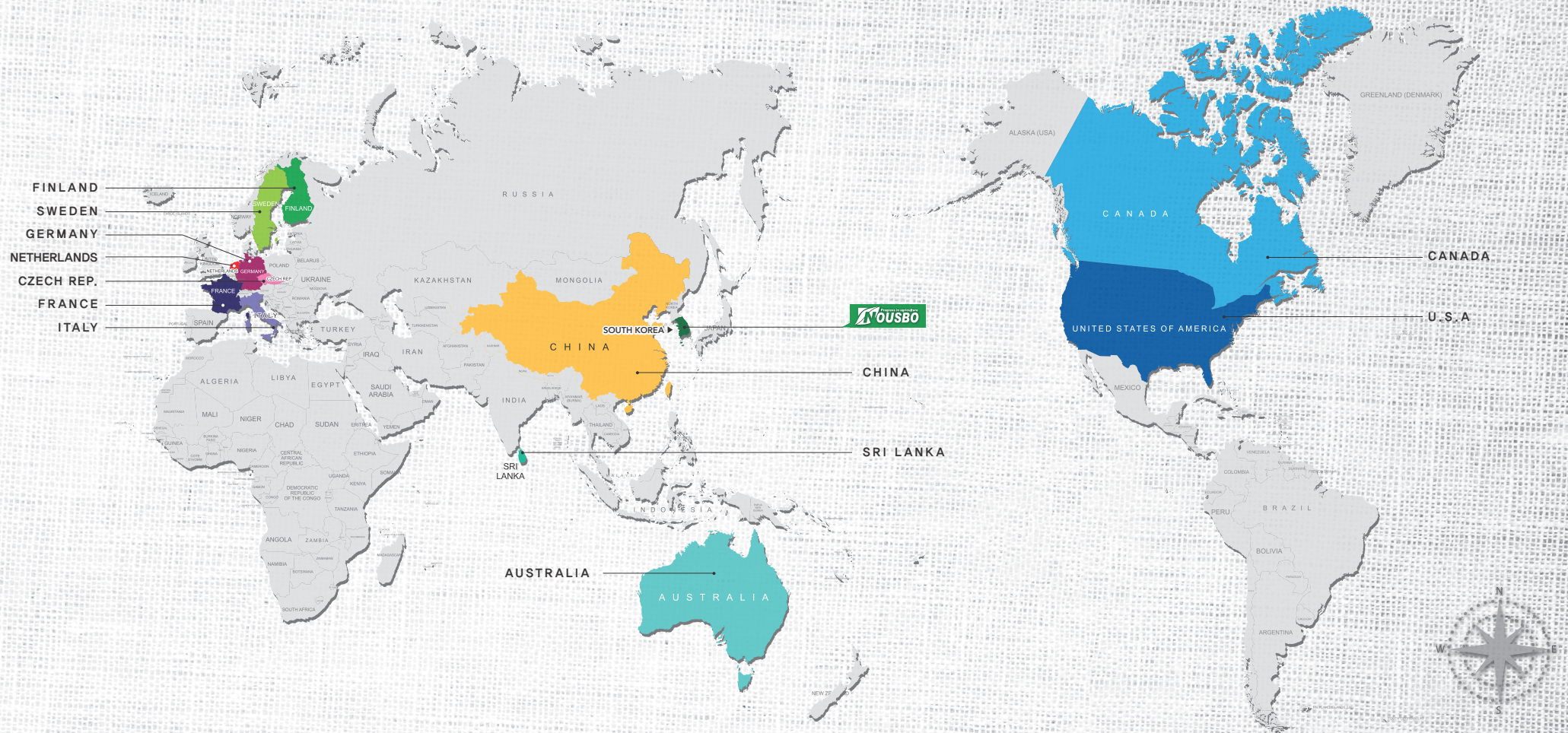
## Our Three Promises

1. Serve only reliable and safe organic green tea
2. Maintain high quality at a reasonable price
3. Produce sustainably and in harmony with nature





# Global partners in all over the world







*Enjoy Gorgeous Happiness*

*Nature of the Korea*



## Fresh Loose-Leaf Teas



### Woojeon (G-1A)

1st flush, curled shape  
Fresh and nutty taste with a savory  
smell



### Joongjak Plus (G-2A)

2nd flush, curled shape  
Smooth flavor with a slight aroma



### Sejak (G-1B)

1st flush, curled shape  
Aromatic and clean taste



### Daejak (G-3A)

3rd flush, curled shape  
Normally used for blending





### Jeoncha Plus (S-1A)

1st flush, needle shape  
Clear and smooth taste with aroma



### Fanning Tea (G-3B)

Normally used for tea bags



### Jeoncha (S-2A)

2nd flush, needle shape  
Slightly acerbic and sweet taste



### How to Drink Green Tea

1. Heat the water in 70~80°C (160~175°F)
2. Infuse the tea for 90 secs
3. Enjoy it.



## Fermented Teas



### Oolong Tea Plus (OOA)

1st flush, semi-fermented (55%),  
Fabulous scent, Black brown  
Curled shape



### Black Tea Plus (BA)

1st flush, fermented (85%)  
Mildly citrusy aroma  
Curled shape



### Oolong Tea (OOB)

2nd flush, semi-fermented (55%),  
Delicate and smooth taste  
Curled shape



### Black Tea (BB)

2nd flush, fermented (85%)  
Nutty, ripe-orange taste  
Curled shape





### Pu-erh Tea

2nd flush, post-fermented with microbes  
Distinctive and rich aroma



### How to Drink Oolong Tea

1. Heat water to 85°C (185°F)
2. Infuse the tea for 1 minute
3. Enjoy!



### How to Drink Black Tea & Pu-erh Tea

How to Drink Black/Pu-erh Tea

1. Heat the water to 95~100°C (200~212°F)
2. Infuse the tea for 1 minute
3. Enjoy!



# Grades of Matcha



## Super Premium Garucha (M-PP)

The highest grade of matcha  
**1st flush**, double-shaded  
Strong umami flavor with a fresh aroma



## Garucha Plus (M-PA)

Superior culinary grade of matcha  
**1st flush**, non-shaded  
Vegetal/earthy taste with slight bitterness



## Premium Garucha (M-P)

Ceremonial grade for tea drinkers  
**1st flush**, single-shaded  
Smooth and rich flavor with a silky texture



## Garucha (M-PB)

Culinary grade of matcha  
**2nd flush**, non-shaded  
Robust in flavor, with bitterness





### Matcha Latte

#### Ingredients

- $\frac{1}{2}$  to 1 tsp SEEIN matcha
- 1 cup of heated milk (regular or almond)

#### Preparation

1. Scoop  $\frac{1}{2}$  to 1 tsp of organic matcha into a cup
2. Pour in 1 cup of heated regular milk (or almond milk)
3. Whisk until fully dissolved (add sugar or honey)
4. Top with frothy milk (if desired)
5. Sprinkle a pinch of matcha on top
6. Enjoy!

### Matcha Bread

#### Ingredients

- $\frac{1}{3}$  cup of sugar
- 3 eggs
- 1 tbsp of SEEIN matcha
- 2 tsps of honey
- $\frac{1}{4}$  cup of cake flour

#### Preparation

1. Combine matcha powder, sugar, honey, and eggs in a large bowl
2. Mix until thick and fluffy
3. Add cake flour and mix again
4. Heat oven to 175°C (350°F)
5. Butter a baking sheet and place the mixture on top of it
6. Bake for about 10 minutes
7. Enjoy!



### Matcha Chocolate

#### Ingredients

- 400g of melted chocolate
- 2 tsps of SEEIN matcha
- Whipping cream and butter

#### Preparation

1. Mix 400g of melted chocolate with heavy whipping cream and butter
2. Powder 2 tsps of matcha onto the chocolate
3. Enjoy!



# We Always Support Your Healthy Life

By delivering premium quality of Green teas which contain high bioactive compounds that improve your health



## Anti-aging

A natural, healthy way to absorb antioxidants into your body, as matcha has more antioxidants, including EGCG, than any other fruit or vegetable.



## Stress relief

L-theanine, an amino acid that can cross the blood-brain barrier and increase the activity of the neurotransmitter GABA, helps to reduce anxiety and makes drinkers feel more relaxed.



## Detox and fat burn

Boost and speed up metabolism. The catechins help to improve metabolic rates during and after exercise and break large fat molecules into smaller triglycerides.



## Natural way to get more nutrients and energy

Drinkers may experience more tea benefits from matcha than other brewed green teas because they will drink the powdered tea leaf itself.







**Scan me!**  
Discover recipes,  
cooks, Video &  
share your own  
unique recipes  
on Matcha.



**‘SEE + IN’**

SEEIN is a combination of two words – “see” and “in” – that portray our goal of supporting inner health and outer beauty.

We believe that a pure and authentic Korean matcha will offer serenity and a peaceful mind in the midst of your vibrant lifestyle.







[www.koreagreentea.com](http://www.koreagreentea.com) / [www.koreamatcha.com](http://www.koreamatcha.com)

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