



## Japanese Green Tea Trend Hits U.S. Market as New Non-Alcoholic Beverage Option

[JFOODO](#), a Japanese government organization promoting Japanese food products to overseas markets, organized Japanese green tea seminars & business matching events called "Inspire the table" that targeted restaurant owners, beverage managers, and distributors on February 7th in Los Angeles and February 23rd in New York City. Due to the demand for non-alcoholic beverages in the United States especially among the sober-curious, a group of people who don't drink alcoholic beverages or consume fewer of them, many restaurant operators seek a new beverage option. By turning to the potential, Zach Mangan, a Japanese green tea specialist and CEO of [Kettl](#), explained the fascinating points of Japanese green tea, each unique feature, and demonstrated how to brew and serve Japanese green tea with the participants in these seminars. Akio Matsumoto, a sommelier at [Torien](#) that is the first international branch of Michelin-starred yakitori bar Torishiki, located in Tokyo Japan, described the advantages of offering Japanese green tea at the restaurants and approaches of how to pair foods with Japanese green tea.



In these seminars, Mangan mentioned that the demand for Japanese green tea as a non-alcoholic beverage is increased not only in household consumption but also in restaurant consumption among the sober-curious. Many restaurant clients of Kettl, including fine dining restaurants such as Sushi Noz and Sushi Nakazawa, started offering Japanese green tea menus and food pairing menus with Japanese green tea due to the demand. Matsumoto mentioned that there are two advantages of including Japanese green tea in drink menus. 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. The restaurant participant said, "the seminar was very informative and great suggestions of how to include Japanese green tea in the menu. I would like to include it in my restaurant menu soon." The distributor participant mentioned, "I realized the high potential of Japanese green tea as non-alcoholic beverages in the United States through the seminar."



Even though only a month passed after these seminars, five restaurant owners already decided to offer Japanese green tea menus: [MINE Craft Sushi/GONGO](#), [Salt + Charcoal](#), [WOKUNI](#), [Towa](#), and [Tsujiita](#). Teruyuki Takayama, the owner of [Salt + Charcoal](#) an authentic Japanese steakhouse at Williamsburg, believes "There are not many customers who know about Japanese green tea for now, but I hope this will be a great opportunity for them to get to know the greatness of Japanese green tea with foods." Takahiro Okada, a manager at [MINE Craft Sushi/GONGO](#) a new modern sushi restaurant and bar, said, "As New Yorkers become more health-conscious, Japanese green tea will become the new option of non-alcoholic beverage choices. Offering high-quality Japanese green tea is beneficial not only for customers but also for restaurant operations."

For more detailed information about Japanese green tea and the seminar contents, go to the website.

JFOODO Japanese green tea: <https://greentea-jfoodo.jetro.go.jp/business/index.html>