



Matcha & White Labelling Catalog

Updated on 31.05.2026

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The European matcha leader

As European matcha suppliers, we offer a carefully curated range of matcha powders sourced from leading Japanese & Chinese farms. We understand that matcha can be sourced from many suppliers, but true quality lies in expertise, consistency, and guidance. That is why we work closely with our clients to help them select the most suitable matcha for their business.

Key information

- Prices are EXW
- Lead time: subject to order volume and delivery destination
- Payment conditions: Advance payment
- All prices are exclusive of VAT
- White labelling options available
- Professional evaluation samples (10g) are available at a unit price of 4.99€

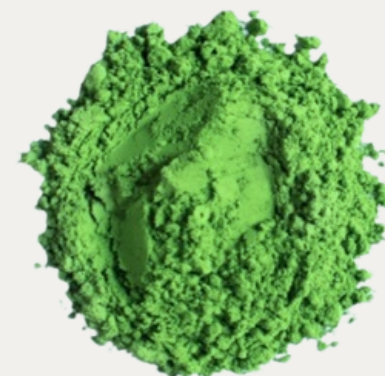


OUR MATCHA

As matcha quality varies in taste, color, texture, and application, we provide ceremonial, organic, latte, and food-grade matcha tailored to the needs of cafés, hospitality, retail, and food & beverage brands across Europe

JAPANESE MATCHA SELECTION

Japan is the birthplace of matcha and the global reference for quality and tradition. Our selection features carefully sourced teas from renowned growing regions, offering exceptional flavor, aroma, and authenticity.



Asahi x Gokō

Bright green, rich umami, naturally sweet, and exceptionally smooth. Ideal for usucha, koicha, and lattes.

SKU:EMSTEA2603

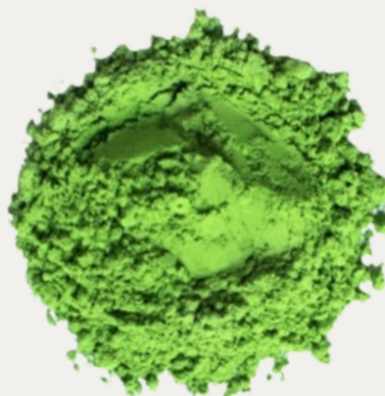


PRICE PER KG

269€

MOQ(per order)

5kg



Gokō

Deep green color, pronounced umami, low astringency, and smooth mouthfeel. Ideal for usucha, koicha, and lattes.

SKU:EMSTEA2602



PRICE PER KG

169€

MOQ(per order)

5kg



Okumidori x Samidori

Vegetal character, moderate bitterness, lower umami, and a fuller body. Suitable for lattes, smoothies, baking, and culinary applications.

SKU:EMSTEA2601



PRICE PER KG

89€

MOQ(per order)

5kg



Supreme

Exceptionally expressive matcha showcasing deep umami, fresh vegetal complexity, and a velvety mouthfeel. Rich lingering finish

SKU:EMSTEA2607



PRICE PER KG
169€

MOQ(per order)
1kg



Premium

Balanced and smooth with fresh vegetal notes and a creamy finish, perfect for daily drinking and refined lattes

SKU:EMSTEA2606



PRICE PER KG
149€

MOQ(per order)
1kg



Standard

Fresh vegetal character, and mild astringency. Maintains its flavor when prepared as usucha, latte, or with other ingredients.

SKU:EMSTEA2605



PRICE PER KG
89€

MOQ(per order)
1kg

CHINESE MATCHA SELECTION

As a world's leading tea producer, China combines centuries of tea expertise with modern cultivation techniques. Our Chinese matcha selection offers remarkable quality, consistency, and an outstanding price-to-quality ratio.



ROASTED MATCHA SELECTION

Hojicha is a roasted green tea known for its smooth, nutty flavor and low caffeine content. Growing rapidly in popularity worldwide, it offers a warm and distinctive alternative to traditional matcha.



Hojicha

Rich roasted notes, natural sweetness, and low bitterness. Performs well in tea, lattes, and food applications.

SKU:EMSTEA2604



PRICE PER KG
149€

MOQ (per order)
10kg



Hojicha

Balanced roasted character, mild sweetness, and subtle bitterness. Suitable for tea, lattes, and culinary use.

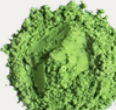
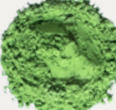
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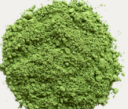


PRICE PER KG
89€

MOQ (per order)
10kg

WHOLESALE ORDERS

CODE	PRODUCT NAME & CULTIVAR	PURPOSE	REGION	ORIGIN	PICTURE	EXW UNIT PRICE PER ORDER				
						5 - 50 kg	51-100 kg	101 -150 kg	151 - 200 kg	201 kg +
EMSTEA2601	Matcha Okumidori x Samidori	Food Latte	Kagoshima	Japan		89€	87€	85€	83€	on demand
EMSTEA2602	Matcha Gokō	Latte Usucha Koicha	Uji	Japan		169€	167€	165€	163€	on demand
EMSTEA2603	Matcha Asahi x Gokō	Latte Usucha Koicha	Uji	Japan		269€	267€	265€	263€	on demand
EMSTEA 2604	Hojicha Powder	Latte	Shizuoka	Japan		-	-	-	-	on demand

						1-50kg	51-100 kg	101 - 150 kg	151 - 200kg	201kg +
EMSTEA2605	Matcha Standard	Food Latte	Guizhou	China		89€	87€	85€	83€	on demand
EMSTEA2606	Matcha Premium	Latte Usucha Koicha	Guizhou	China		149€	147€	145€	143€	on demand
EMSTEA2607	Matcha Supreme Organic	Latte Usucha Koicha	Guizhou	China		169€	167€	165€	163€	on demand
EMSTEA2608	Hojicha Powder	Latte	Guizhou	China		-	-	-		

WHITE LABELLING SERVICES

CHINESE & JAPANESE MATCHA SELECTION

CHINESE REFERENCES



Supreme

SKU:EMSTEA2607
169€

PACKAGING FORMAT

Cans 30gr

Doypacks, cans or sticks

MOQ

50kg



Premium

SKU:EMSTEA2606
149€

PACKAGING FORMAT

Cans or Doypacks 30gr

MOQ

20kg



Standard

SKU:EMSTEA2605
89€

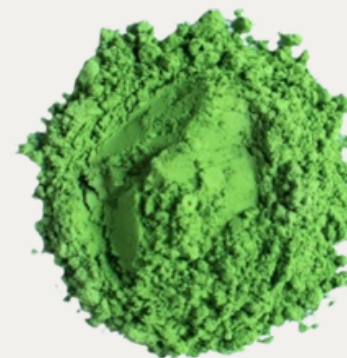
PACKAGING FORMAT

Cans or Doypacks 30gr

MOQ

20kg

JAPANESE REFERENCES



Asahi x Gokō

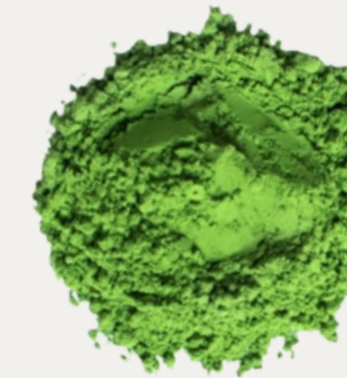
SKU:EMSTEA2603
269€

PACKAGING FORMAT

Cans or Doypacks 30gr

MOQ

20kg



Gokō

SKU:EMSTEA2602
169€

PACKAGING FORMAT

Cans or Doypacks 30gr

MOQ

20kg



Okumidori x Samidori

SKU:EMSTEA2601
89€

PACKAGING FORMAT

Cans or Doypacks 30gr

MOQ

20kg

WHITE LABELLING CONDITIONS

Payment: 50% deposit to start production, 50% before delivery

Production time: 15–20 days

Quantity: $\pm 10\%$ variance accepted; final cost based on actual quantity

Tolerance: Size ± 3 mm, Weight ± 5 g (due to machine and raw material variations)

Price validity: 1 month

Shipping : shipping costs are not included and vary by shipment



As items are fully customized, orders cannot be canceled once confirmed and the deposit is non-refundable. Any changes to quantity or design after confirmation may require a revised quotation. All prices are estimates and may be adjusted based on project specifications, volumes, and requirements.

Delays or issues caused by customs, holidays, or third-party logistics are beyond our control. We will support whenever possible but cannot be held responsible.