

Premium Japanese green teas being used to pioneer new flavor combinations at top restaurants and sweets shops

Available for a limited time in NYC and LA



TOKYO, Nov. 21, 2024 – The Japan Food Product Overseas Promotion Center (JFOODO) is collaborating with 16 leading restaurants and sweets shops in New York and Los Angeles to develop and offer special menus using Japanese green teas. Through this initiative, JFOODO is seeking to get people around the world to drink Japanese green teas and understand their appeal and benefits, including their rich yet refreshing taste and many health advantages; produced by artisan farmers, their manifold varieties offer a holistic approach to well-being as the ultimate health drink.

Avant-garde chefs exploring new Japanese green teas experiences

People interested in experiencing new flavor profiles are invited to try premium Japanese green teas in boundary-redefining pairings with French, Italian and other cuisines, as well as exquisite sweets that incorporate green teas, through partnerships with world-class fine dining restaurants including Le Bernardin, Crown Shy, Blue Hill at Stone Barns, and Restaurant Yuu, which have all received high rankings from the world's most prestigious restaurant guides. Renowned chefs in the forefront of the global food scene have developed Japanese green tea pairings, unique non-alcoholic drinks, and sweets available for a limited time. See the Appendix below for the full list of participating restaurants and their menus.



From left: Japanese green tea at Le Bernardin, matcha latte at Blue Hill at Stone Barns, matcha and hojicha cream puffs made by Executive Pastry chef Masaki Takahashi at Restaurant Yuu*

*Note: Restaurant Yuu's cream puffs are available only at Kettl Brooklyn on weekends, not Restaurant Yuu.

Delectable new desserts concocted with premium Japanese green teas

In addition to pairing Japanese green teas as drinks, JFOODO is also collaborating with select sweet shops, including Van Leeuwen Ice Cream in ten states and Wanderlust Creamery in Los Angeles, in its largest-ever overseas promotion of Japanese green teas. These collaborations, developed with preeminent pastry chefs, offer new ways to taste Japanese green teas in unique creations such as a *matcha* monaka mont blanc ice cream, *matcha* milk jam toast, and a savory *matcha* dish named Oeufs Cocotte..



From left: Matcha Monaka Mont Blanc at Wanderlust Creamery, Matcha Milk Jam Toast and Oeufs Cocotte at SQIRL.

*Note: Restaurant Yuu's cream puffs are available only at Kettl Brooklyn on weekends, not Restaurant Yuu

<List of partners>

New York:

abcV / Bar Moga / Blue Hill at Stone Barns / Crown Shy / Le Bernardin / Overstory / Restaurant Yuu / Time and Tide / Van Leeuwen Ice Cream

Los Angeles:

Piknik / Shibumi / Shunji Japanese Cuisine / SQIRL / The Brothers Sushi / The Lonely Oyster / Wanderlust Creamery

**Note: Appendix shows the full list of participating shops and their creations, available for a limited time only.*

Learn more about Japanese green teas online and on Instagram

JFOODO runs [The “GREEN TEA” Room](#), an educational and promotional website, and an [Instagram account](#) to showcase the artisanship and appeal of premium Japanese green teas. Until December 7, 2024 you can enter the [#MatchaMoments](#) giveaway on Instagram for a chance to win authentic ceremonial *matcha* from Japan!



QR code for #MatchaMoments giveaway

About JFOODO

The Japan Food Product Overseas Promotion Center (JFOODO) was launched in 2017 within The Japan External Trade Organization. JFOODO is an organization responsible for consumer promotions to stimulate overseas demand for Japanese agricultural, forestry and fishery products and foods.

For media inquiries

PR team for JFOODO (Dentsu PR Consulting)
Email: JGT_JFOODO@group.dentsuprc.co.jp

Appendix: list of menu items at participating restaurants and shops

abcV (New York)

Matcha yogurt panna cotta with coconut (\$TBC)

Crafted by executive pastry chef Ashley Drum, abcV's new matcha infused dessert features a plant based matcha ice cream, crystallized citrus & fresh seasonal citrus.

Available from TBC

<https://www.abcv.nyc/>

*Details are TBC

Bar Moga (New York)

Twilight, a non-alcoholic drink (\$14.00)

- Made with Lyre's cane spirit and Seedlip's Garden spirit as a base, plus *matcha* from SORATE, *shiso*, *wasanbon*, honey, lavender, coconut water and oat milk.
- Inspired by zen gardens, the drink is reminiscent of pebbles, rocks and moss. It incorporates the four seasons: honey for spring, coconut and lavender for summer, shiso and *matcha* for autumn and oats for winter. The bottom of the glass represents daytime and the *matcha* twilight, with the name Twilight chosen because the *matcha* slowly seeping into the coconut juice below is reminiscent of the setting sun.

Available from November 1 – Spring 2025

<https://www.barmoga.com>



Twilight (Bar Moga)
Credit: Shintaro Eleazar Tozzo

Blue Hill at Stone Barns (New York)

Matcha latte, hot or iced (\$6.75)

In bringing *matcha* to its menu for the first time, Blue Hill is focusing on quality by using stone milled high grade *matcha* from Uji, Kyoto.

Available from late November - TBC

<https://www.bluehillfarm.com/>



Matcha latte
(Blue Hill at Stone Barns)

Crown Shy / Overstory / Time and Tide (New York)

Houjicha Tonic (\$TBC)

Developed by Harrison Ginsberg, beverage director at Overstory - ranked 15th in the world's 50 best cocktail bars - this unique mocktail highlights the depth of *houjicha* with sparkling aromatics and a refreshing finish.

Available from late November – TBC

<https://www.crownshy.nyc/>

<https://www.overstory-nyc.com/>

<https://www.timeandtide.nyc/>

Le Bernardin (New York)

Miyabi sencha, Jou Yanagi houjicha (\$14.00 per pot)

Le Bernardin's first premium Japanese green teas on their drink menu - *Yame Sencha* and *Uji Houjicha*.

Available from October 5 - TBC

<https://www.le-bernardin.com>



Miyabi sencha (Le Bernardin)

Restaurant Yuu (New York)

Matcha cream puffs and hojicha cream puffs (\$9.00)

Cream puffs: Available from October 7 – TBC*

<https://www.yuunewyork.com/restaurantyuu/>

*Cream puffs are available only at Kettl Brooklyn on weekends, not Restaurant Yuu.

Shibumi (Los Angeles)

Mocktails made with Japanese green teas (\$TBC)

Available from TBC

<https://www.shibumidtla.com/#japanesekappostyle>

*Details are TBC



Matcha cream puff (Restaurant Yuu)

Shunji Japanese Cuisine (Los Angeles)

TBC (\$TBC)

Available from TBC

<https://shunji-ns.com/>

SQIRL (Los Angeles)

Matcha Milk Jam Toast (\$11.00), *Oeufs Cocotte* (\$21.00)

Campaign finished

<https://sqirlla.com/>



Matcha Milk Jam Toast (SQIRL)

The Brothers Sushi (Los Angeles)

Hojicha (free with lunch), *sencha* (free with dinner)

Available from October 26 – late November

<https://thebrotherssushi.com/>

The Lonely Oyster / Piknik (Los Angeles)

Mocktails made with Japanese green teas (\$TBC)

Available from January 2025

<https://thelonelyoyster.com/>

<https://piknikla.com/>

Wanderlust Creamery (Los Angeles)

Matcha Mont Blanc Monaka (2 for \$10.00)

Available from November 1 – 30 or while supplies last

<https://wanderlustcreamery.com/>

<https://www.instagram.com/p/DB9NCMSveZx/>

Van Leeuwen Ice Cream (New York, California, New Jersey, Texas, Pennsylvania, Colorado, Connecticut, Washington DC, Massachusetts, Florida)

Matcha flavor ice cream (\$TBC)

Ice cream made with premium Japanese *matcha*, enhancing its appeal through color, flavor and aroma.

Available from late November - December (TBC)

<https://vanleeuwenicecream.com/>



Matcha Mont Blanc Monaka
(Wanderlust Creamery)