

China Wholesale Matcha Powder for Beverage Industry: Demeterherb's Innovation at FDM Malaysia

XI'AN, SHAANXI, CHINA, August 12, 2026 /EINPresswire.com/ -- Beverage formulation has raised the bar for matcha. What was once a color-driven purchase now depends on dispersion, batch-to-batch consistency, compliance documentation, and flavor performance all at the same time. Responding to that shift, [Demeterherb](#) will present its [China Wholesale Matcha Powder For Beverage Industry](#) program at Food & Drinks Malaysia by SIAL, the regional trade show known as FDM Malaysia. The showcase centers on bulk, beverage-ready matcha built for latte, milk tea, and next-generation drink production, connecting raw-material specifications with the documentation that cross-border sourcing now requires. For beverage brands weighing a new supplier, the aim is simple: make the grade, the process, and the paperwork visible in one place, so a sample tasted at a booth can be traced straight back to a repeatable specification.

FDM Malaysia Places Beverage-Ready Matcha in a Regional B2B Context

Food & Drinks Malaysia by SIAL will take place from July 21 to 23, 2026 at MITEC, the Malaysia International Trade and Exhibition Centre in Kuala Lumpur, drawing international suppliers, buyers, and food and beverage



industry participants into one venue. In that environment, matcha is evaluated less as a tea commodity and more as a functional flavor powder that beverage R&D teams, channel buyers, and product developers assess together. Demeterherb has confirmed matcha as an official showcase product and will exhibit at Booth 2G110. The presence extends the discussion around China wholesale matcha powder from a catalog listing into a working sourcing dialogue for the ASEAN food and beverage market.

Cold Grinding Protects the Beverage Attributes That Matter

The company grinds its matcha using constant temperature cold grinding, holding temperatures below 40 degrees Celsius. That control matters because heat during milling can dull color and strip flavor. By limiting thermal rise, the process helps preserve the chlorophyll that gives matcha its vibrant green tone and the

L-Theanine that carries its signature umami sweetness, while keeping bitterness in check. Fineness is calibrated rather than pushed to an extreme; a higher mesh number is not automatically better. Demeterherb works within an 800 to 1000 mesh range that balances smooth dispersion in drinks against the raw-material quality that ultimately sets the ceiling on any matcha. The powder itself is produced from 100 percent premium Tencha leaf, and the wider process reflects the same discipline: shading at the tea garden to build up L-Theanine, steam curing to lock in green color, wind cooling to prevent browning, leaf-stalk separation, and ultra-fine milling form a continuous chain rather than a single step.

Organic, European Standard, Conventional, and OEM/ODM Matcha Options

Demeterherb's matcha range is organized around four commercial paths: Organic Matcha, European Standard Matcha, Conventional Matcha, and Matcha OEM/ODM. Organic Matcha supports buyers prioritizing certified sourcing, European Standard Matcha supports programs built around European market requirements, and Conventional Matcha serves mainstream beverage development. The OEM/ODM option can be discussed with tin, strip-pack, and bag



Matcha Powder Applications

Beverage Ready Color, Umami and Multiple Commercial Formats













Organic, European Standard, Conventional and OEM ODM Matcha Options

Beverage Ready
Multiple Grades
OEM ODM

Image for reference only.

CERTIFICATIONS & QUALITY ASSURANCE








Verified Standards for Food Safety and Export Compliance

formats, allowing a buyer to align the ingredient grade with its target market and retail presentation. Packaging can then be selected after grade, sample, and label requirements are confirmed. This framework gives beverage developers a clearer route from sample selection to compliant sourcing and customized packaging.

Beverage Applications Link Dispersion, Flavor, and Format

On the application side, the wholesale matcha powder is aimed squarely at drinks, including matcha lattes, matcha milk tea, and even matcha beer. Ultra-fine milling supports dispersion in beverage and protein-powder systems, and a recommended direct-brewing range of 45 to 65 degrees Celsius gives formulators a practical working window beyond the raw specification. Differences in color, astringency, and umami across the grade ladder give recipe teams firmer boundaries when they build dairy-based blends, sweetened formats, or clean premium beverages, so the same catalog can serve a value drink line and a high-end offering without guesswork.

Ceremonial-grade material, for instance, leans on a natural sweetness and near-absence of bitterness that reads well in a light clean drink, while culinary grades carry a more pronounced edge that pairs with dairy and sugar. That range lets a single supplier follow a brand across its portfolio instead of forcing a compromise on one grade.

COA, Testing, and Packaging Turn Product Claims into Procurement Evidence

For cross-border buyers, documentation is part of the product. Each matcha order ships with a certificate of analysis covering identity, appearance, purity, moisture, and ash, and the company reports regular SGS and Eurofins testing for lead, arsenic, and cadmium against international import limits. Standard supply carries a 24-month shelf life, packed in 25 kg cartons with double food-grade plastic bags inside for long-distance transit. Storage guidance calls for a cool, dry place away from light and moisture. Taken together, the test records, batch information, storage conditions, and packaging details give procurement teams a traceable evidence chain rather than a marketing claim they cannot verify. First-flush spring harvests are reserved for the EU Standard and Organic grades, another detail a buyer can confirm on paper before committing to a lane.

Demeterherb Extends the FDM Conversation from Sampling to Supply Planning

Xi'an Demeter Biotech Co., Ltd. places its matcha alongside OEM and ODM customization, private-label packaging, and both air and sea logistics, so conversations at FDM Malaysia can move from samples and grade selection into packaging, documentation, and shipping plans. The company reports that its ingredients already reach more than 50 countries and regions, serving food, nutrition supplement, cosmetic, and beverage manufacturers. Its product and company pages list HALAL, EU Organic, USDA Organic, Kosher, FDA, and ISO22000 credentials that buyers can review during supplier qualification, which keeps the booth discussion grounded in verifiable

requirements rather than open-ended promises.

About the Showcase

Across organic, European Standard, conventional, and OEM/ODM options, low-temperature grinding, beverage applications, and COA-backed documentation, the Demeterherb showcase at Food & Drinks Malaysia by SIAL brings the China wholesale matcha powder story into a single, verifiable supply narrative. The company summarizes its philosophy as customer-focused, employees-fundamental, and quality-oriented. Buyers attending the show, or sourcing remotely, can explore matcha grades, quality documentation, OEM and ODM options, and inquiry paths at <https://www.demeterherb.com/>

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