

Tokyo-Based Zenkyu Matcha Upgrades Lineup for Global Launch with Stone Mill Tins

Introducing the new roasted, nutty 'Hika Blend' alongside classic Uji blends, supported by a refreshed global subscription service for free shipping worldwide.

CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- BLUEGON Inc. (Headquarters: Minato-ku, Tokyo; CEO: Kensuke Suji) today announced a major upgrade to its global brand [Zenkyu Matcha](#), completely restructuring its product lineup and releasing it simultaneously worldwide on Wednesday, August 12, 2026.

To bring "Matcha Ritual"—the practice of whisking and drinking matcha as an intentional pause for self-care and mindfulness—into daily life, Zenkyu Matcha is reorganizing its product offerings into three distinct categories: "[Daily Matcha](#)", "Masterpiece", and "Farmer's Batch".

Since its inception, Zenkyu Matcha has shipped to matcha enthusiasts across 63 countries and hosted interactive workshops and exhibitions in global hubs including Tokyo, London, Bangkok, and Dubai. The revamped lineup reflects direct feedback from this international community, elevating not only tea quality, but also daily drinkability, freshness preservation, and long-term sustainability.



New Daily Matcha Lineup from Zenkyu Matcha



Zenkyu Matcha's New Tin, Inspired by Stone Mill for Matcha Milling

□ "Daily Matcha": The Core Series for New Zenkyu Matcha

The newly introduced "Daily Matcha" serves as the core series of Zenkyu Matcha. Designed for seamless integration into daily Matcha Rituals, this lineup strikes a precise balance between uncompromised quality and accessible pricing, allowing consumers to savor the authentic flavor of pure matcha every day. While honoring Zenkyu Matcha's fundamental principles of craftsmanship—using only first harvest, shade-grown tea leaves, stone-milling, and blending by tea masters—the brand is upgrading its packaging from pouches to reusable tin cans to enhance freshness and elevate the daily experience.



Subscription Box from Zenkyu Matcha

□ Reimagined Packaging: Tins Inspired by Stone Mill

The new tin design draws direct inspiration from traditional stone mills for matcha milling—specifically scanning the unique natural texture of granite used in authentic matcha production. Paired with a minimalist label emphasizing quiet, open space, the container embodies both authentic craftsmanship and timeless Japanese aesthetics.

□ Daily Matcha Lineup Highlights

1. Signature Blend (30g): Zenkyu Matcha's flagship matcha from Uji, Kyoto. Blended by a competition-winning master tea blender, this blend combines select cultivars, including Okumidori and Samidori. It is defined by a vibrant umami that fills the mouth instantly, followed by a clean, elegant lingering finish. With mild bitterness, it is crafted to allow the authentic taste of matcha to be enjoyed straight. Recommended for pure matcha preparation, such as Usucha (thin tea) or Koicha (thick tea). Signature Blend is a long-time staple and one of the most favored choices among Zenkyu Matcha customers.

2. Uji Blend (50g): An Uji, Kyoto matcha crafted by the same master tea blender as Signature Blend. To support those who use larger amounts of matcha to make richer beverages like matcha lattes on a daily basis, this edition comes in a generous 50g capacity. It is crafted with a bold taste and rich body so that the vibrant tea flavor remains distinct even when mixed into lattes. It harmonizes beautifully not only with dairy milk, but also with various plant-based milks such as oat milk and soy milk. Uji Blend is another best-selling staple supported by many Zenkyu Matcha customers.

3. Hika Blend (50g - NEW): A new Daily Matcha addition introduced in this lineup upgrade. Utilizing tea leaves from the Mikawa region in Aichi Prefecture, it is processed in traditional local

Mikawa-style Tencha kilns. By applying a slightly stronger roasting process, it achieves a distinctively savory, nutty, aromatic roasted flavor known as "Hika". Thanks to this unique, nutty characteristic, it pairs exceptionally well with cold beverages—making it ideal for iced matcha lattes, cold water brews, sparkling matcha, or matcha tonic water. It offers a refreshing new Matcha Ritual option, especially for enjoying matcha during warmer seasons or in hotter climates.

☐ Matcha Subscription to Support Daily Habits

To support daily habits, the Daily Matcha series is supported by a flexible subscription model. Subscribers receive a 10% discount, worldwide free shipping, and full flexibility to adjust delivery schedules or switch matcha varieties. First-time orders arrive as a starter kit featuring the selected Daily Matcha, a Zenkyu Original Bag, and a Paper Matcha Whisk, allowing anyone to begin their Matcha Ritual immediately. Subsequent deliveries arrive in eco-friendly pouches designed to refill the original tin, combining convenience with sustainability.

☐ Expanding Further: Three Distinct Matcha Series

In addition to Daily Matcha, Zenkyu Matcha will gradually introduce two additional series: Masterpiece and Farmer's Batch.

- Masterpiece: A flagship series produced in close collaboration with local tea farmers, deeply exploring tea leaf quality and artisan craftsmanship. Centered around rare, hand-picked matcha, it delivers the ultimate matcha experience envisioned by Zenkyu Matcha.
- Farmer's Batch: A limited-edition micro-lot series celebrating the unique characteristics of specific farms and harvest seasons. Designed to allow consumers to explore the diverse expressions of matcha shaped by distinct terroirs, cultivars, and producers.

☐ Global B2B & [Wholesale](#) Partnerships Now Open

With the rapid expansion of the matcha market worldwide, Zenkyu Matcha is actively seeking wholesale and corporate partners who share our dedication to authentic quality and wellness. We offer bespoke B2B solutions tailored for:

- Cafes & Restaurants: Elevate beverage menus with authentic, stone-ground matcha and lattes that guarantee consistent flavor, vibrant color, and zero chalkiness.
- Hotels & Wellness Retreats: Introduce "Matcha Rituals" as a unique in-room guest amenity, spa experience, or morning lounge service to enhance guest well-being.
- Curated Retail & Concept Stores: Stock premium matcha powders and beautifully crafted artisan tea utensils (tea bowls, bamboo whisks) designed in collaboration with traditional Japanese artisans.

Interested business owners, chefs, buyers, or brand managers are invited to contact us directly for product samples, wholesale catalogs, and collaboration proposals.

☐ About Zenkyu Matcha

Zenkyu Matcha is a Tokyo-based global matcha brand rooted in Japanese tea ceremony and Zen philosophy. Operating under the mission of promoting "Matcha Ritual for Health and Mindfulness," the brand creates moments of intentional pause in busy modern lives. Combining

first harvest, shade grown Japanese tea leaves, traditional stone-milling, and expert blending, Zenkyu Matcha delivers authentic tea and artisanal teaware directly to wellness seekers around the globe.

Official Website: <https://zenkyumatcha.com>

Instagram: https://www.instagram.com/zenkyu_matcha_jp/

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