Matcha Products

New Product Launches & Market Positioning

January – October 2016
Where in the World? Summer Beverages at Starbucks

• **August 10 2016** As millions tune in to watch sports events in Brazil, **Starbucks** customers around the world can celebrate with summer beverages inspired by their country’s favorite flavors and coffee and tea traditions – from the Brigadeiro Frappuccino® in Brazil and Churro Frappuccino® in Latin America to a matcha latte in Japan.

• Brigadeiro is a popular Brazilian chocolate truffle that is often served at birthday parties or as a dessert. The Brigadeiro Frappuccino® blended beverage is a blend of coffee, chocolatey chips, white chocolate sauce, mocha sauce, classic syrup, milk and ice.

• It's served in a cup that's lined with brigadeiro sauce and topped with whipped cream and chocolate sprinkles.

• Read more

• **Starbucks**, [www.starbucks.com](http://www.starbucks.com)
Evolution Fresh Offers New Green Juices with Matcha Tea

- **September 16 2015** Earlier this year, Michael DeLaCruz, product development director at Starbucks, convened his team to generate ideas for new Evolution Fresh green juice flavors.

- "We looked at trends on nutrient density and energy," said DeLaCruz. "We hoped to find a new ingredient for Evolution Fresh to add to one of our existing green juices that would make for an uplifting beverage. Our thoughts went immediately to green tea."

- Evolution Fresh juices are cold-pressed using high pressure processing, so DeLaCruz and team didn’t want to alter the development method by adding a hot, brewed tea. Instead, they settled on matcha – green tea that is dried and ground into a fine powder – as the perfect addition to their new green juice. "Matcha is made from a whole green tea leaf," he said, "It provides a bit of caffeine, more flavor and texture."

- Read more

- Starbucks, [www.starbucks.com](http://www.starbucks.com)
New Starbucks Cherry Blossom Frappuccino Celebrates Arrival of Spring

- **March 15 2016 Starbucks** is offering a new Cherry Blossom Frappuccino® blended beverage, inspired by the Japanese sakura tradition. The Starbucks beverage is a blend of sweet strawberries and cream with white chocolate sauce and matcha drizzle, topped with whipped cream and a sprinkle of matcha.

- Cherry Blossom Frappuccino® will be available in participating U.S. stores for a limited time.

- In Japan, cherry blossoms are the national flower and a symbol of renewal and simplicity. Families, friends and colleagues gather under sakura trees and enjoy picnics and parties under the delicate pink blooms, a tradition that dates back at least a thousand years.

- [Read more](#)

- **Starbucks**, [www.starbucks.com](http://www.starbucks.com)
Seasonal Opportunities for New Product Innovation

Chocoelf Christmas No Sugar Added Matcha Evergreen Dark Chocolate. (Singapore, Dec 2015)
Description: Dark chocolate with matcha flavored filling and no sugar added, in a plastic packet held in a carton box. No sugar added. Christmas edition. Specialty handmade chocolate.

Terry's Chocolate Orange Minis Toffee Crunch. (Vietnam, Dec 2015)

Bainuo Chocolates Filled With Milk Praline And Hazelnuts. (China, Dec 2015)
Description: Chocolates filled with milk praline and hazelnuts, featuring Mickey Mouse, Minnie Mouse, Donald Duck, Goofy, Daisy Duck and Pluto. Christmas edition.
Ice Cream Infusions

Meiji Matcha Pancake Sand Ice Cream. (Japan, Dec 2015)
Description: Green tea ice cream pancake sandwich topped with powdered sugar on a plastic tray held in a plastic packet.

Haagen Dazs Japonais Matcha Flour Black Honey Ice Cream. (Japan, Aug 2015)
Description: Matcha flour flavored ice cream with black honey.

From Zao Island Uji Matcha Ice Cream. (Japan, Jul 2015)
Description: Matcha flavored ice cream in a cardboard tub. Smooth and sweet taste.
Ice Cream Infusions (cont)

Morinaga Parm The Matcha Ice Bar.  
(Japan, Dec 2015)  
Description: Matcha ice cream bar coated with matcha chocolate in a plastic packet held in a carton box.

Dreyers D Collection Japanese Uji Matcha Ice Cream With Brown Sugar Sweet Sauce.  
(Hong Kong, Nov 2015)  
Description: 473ml of Japanese uji matcha ice cream with brown sugar sweet sauce, in a cardboard tub.

Walls Ice Cream Cone With Matcha And Red Bean Flavor.  
(China, Sep 2015)  
Description: Individually wrapped ice cream cone with matcha and red bean flavor, held in a carton box.
Beverage Innovation

United States
Jul 2016
Meta Matcha Premium Green
Tea With Watermelon And Strawberry Flavor

Carpe Diem
Germany
Aug 2016
Sparkling Matcha Green Tea

Argo Tea
United States
Aug 2016
Argo Tea Teappucino Green Tea With Strawberry Creme
New Products in Confectionery Market

- **Mars**
  - China
  - Aug 2016
  - Dove White Chocolate With Matcha Cookies

- **Bourbon**
  - Japan
  - Sep 2016
  - Bourbon Soft Matcha Mochi Chocolates

- **Sencha**
  - United States
  - Feb 2016
  - Sencha Naturals Green Tea Mints: Pink Dragonfruit Flavor
Snacks & Cakes in the Bakery Market

Veganz
Germany
Aug 2016
Veganz Matcha-Mix Kokos: Matcha Mix With Coconut

Kabaya
Japan
Mar 2016
Kabaya Quattro Careme Chocolate Uji Matcha

Orion
China
Sep 2016
Orion Pie With Matcha Flavor
## Sports Nutrition Launches highlighting Matcha

<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
<th>Date</th>
<th>Product Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD Nutrition</td>
<td>United Kingdom</td>
<td>Aug 2016</td>
<td>PhD Protein Superfood High Protein And Wholefoods Blend Powder Mix Food Supplement: Banana</td>
</tr>
<tr>
<td>Vibrant Health</td>
<td>United States</td>
<td>Apr 2016</td>
<td>Vibrant Health Pro Matcha Dietary Supplement With Vanilla Creme Flavor</td>
</tr>
<tr>
<td>Gonutrition</td>
<td>United States</td>
<td>Mar 2016</td>
<td>Gonutrition Am: Pro Advanced High Protein Breakfast Shake: Triple Chocolate Flavor</td>
</tr>
</tbody>
</table>