

New product launched by Unilever

25 October 2017 | News

Unilever has launched the first matcha green tea offering from its recently launched Pure Leaf brand.



The single-origin teas are made from leaves grown on Rainforest Alliance-certified estates in southern Japan

Unilever has launched the first matcha green tea offering from its recently launched Pure Leaf brand.

The single-origin teas are made from leaves grown on Rainforest Alliance-certified estates in southern Japan, and will be available as pre-portioned and individually wrapped sachets that consumers can brew at home. There are two varieties: pure matcha, and matcha with ginger.

George Hamilton, Unilever tea director said: “As more Americans choose to make tea part of their daily routines, they are looking for an authentic home-brewed tea experience at an accessible price. Both uncompromised and uncomplicated, the new Pure Leaf home-brewed matcha teas allow for consumers to enjoy high-quality Matcha at home in just a few simple steps.”

Sold in 12-count jars for a suggested retail price of \$8.49, Pure Leaf home-brewed matcha teas will be available in grocery, mass market retailers and select club stores across the US. They join the full range of Pure Leaf home-brewed teas, available as hot and iced, bagged and loose-leaf.