

Asahina

Top Three Gyokuro Production Areas in Japan

The Asahina district in Okabe Town, Fujieda City, in Shizuoka Prefecture is situated in the mountains with tea farms on both sides of the clear Asahina-gawa River, and is known for more than just its tea. The history and seasonal produce of the area appeal to all five senses—these include bamboo shoots, cherry blossoms, sweetfish, mandarin oranges, and the Asahina Ryusei festival.

The natural environment of Asahina is known to be suitable for cultivating tea, with records dating back to the Muromachi Period (1392-1573).

Although one of several tea-producing regions in Shizuoka, Asahina has received awards by the Ministry of Agriculture & Forestry, and is recognized by other organizations as a top three gyokuro producer in the tea industry, alongside Uji, Kyoto and Yame, Fukuoka.

The tea leaves in Asahina are refined by the morning dew, giving them a sweet and savory quality.



Covered Cultivation

Covered cultivation is a method used to grow tea, in which the tea field is covered in order to block direct sunlight from the time the leaves begin to sprout about 20 days before picking the leaves. Blocking sunlight can reduce bitter components (tannins) and increase umami (amino acids), producing tea with a rich fragrance and flavorful sweetness.

Gyokuro tea is produced using covered cultivation, and is regarded as the epitome of Japanese teas.

Asahina is known for its covering technique.

In recent years, it has become common to use cheese-cloths for covered cultivation because it is cost effective. It is very durable and can be used repeatedly. However, even now you can see how tea fields were traditionally grown in Asahina, as they continue to use komo mats made by weaving wara (straw).



Gyokuro Experts

Gyokuro tea experts in Asahina are familiar with their land, traditions, and tea.

These experts spend time and effort to carefully select the youngest parts of the new buds, hand rolling the leaves like needles.

They give gyokuro a finish focused on a beautiful appearance and full-bodied umami flavors—fitting for a tea thought to be Japan's best.

Access to Asahina is not the most convenient, and yet there are many visitors who travel here from Japan as well as other parts of the world who are drawn by gyokuro. Many of these visitors are captivated by our gyokuro experts, and there are quite a few that are repeat visitors.





Yabuzaki-en's Gyokuro

As tea from a kyusu (teapot) becomes more of an indulgence rather than a daily occurrence, our wish is for you to discover genuine gyokuro.

Asahina is one of the three largest producers of gyokuro in Japan, and we work closely with tea farmers to bring you the finest gyokuro tea.



High Quality Bottled Tea: Asahina Gyokuro

Bottled tea is a high-quality tea that uses the cold brew method to extract the most umami flavor from tea leaves, accomplished by steeping it in low temperatures.

Since the only ingredients are tea leaves and water, the tea's true flavors are bottled without the use of vitamin C or other antioxidants and additives.

Enjoy the lavish aromas and rich flavors just as you would a good wine—paired with special food, on a special occasion. Indulge in an extraordinary tea with deep flavors and an elegant fragrance, resembling that poured from a teapot by a professional.



High Quality Bottled Tea: Asahina Gyokuro
720 ml
Glass Bottle & Case
21,600 yen (tax incl.)
Expiry: 1 month
Keep refrigerated



Takumi Series: Gyokuro Meijin-cha [Limited Edition]

The Gyokuro Series is a lineup of products from individual tea experts, who devote themselves to making the finest gyokuro in Asahina.

These unique masterpieces are only made possible because Yabuzaki-en is a tea merchant in Asahina with deep ties to local gyokuro experts.

Gyokuro has gentle sweet notes, flavors, and a gentle bitterness, similar to the enveloping fragrance of seaweed. The taste of gyokuro also varies depending on the individual making it. The beautiful tea leaves are artistically hand rolled by each master.

Let the skills of these gyokuro experts stimulate every one of your senses.



Takumi Series: Gyokuro Meijin Tea [Limited Edition]
50 g
Flat Packet
2,160 yen (tax incl.)
Expiry: 12 months



Asahina Gyokuro

Have you ever tasted genuine gyokuro tea?

Gyokuro is grown by covering the tea field with a komo mat (woven straw) from the time the leaves begin to sprout, about 20 days before picking the leaves. Blocking the sunlight can reduce the bitter flavors (tannins) and increase umami flavors (amino acids), creating a full-bodied and sweet tea with a gentle acerbic taste, and an enveloping fragrance similar to seaweed.

A major characteristic of some gyokuro is that it reminds some people of Japanese soup stock, a fundamental part of Japanese cuisine.

Enjoy the taste of gyokuro made by dedicated farmers in Asahina, one of the top three producers of gyokuro in Japan.



Asahina Gyokuro Miscellaneous
Flat Packet, Canister
Expiry: 12 months



Kabusecha

Kabusecha is produced by shading the tea leaves with a komo mat or cheesecloth two weeks before they are picked.

Although the amount of time spent in the shade is shorter than for gyokuro, kabusecha combines the umami flavors of gyokuro with the acidity of sencha.

Tea Leaves: A unique blue and dark green.

Worldwide Green Tea Contest
Gold Medal Tea Award
"Brilliant Green"



Kabusecha (Miscellaneous)
Expiry: 12 months



Matcha

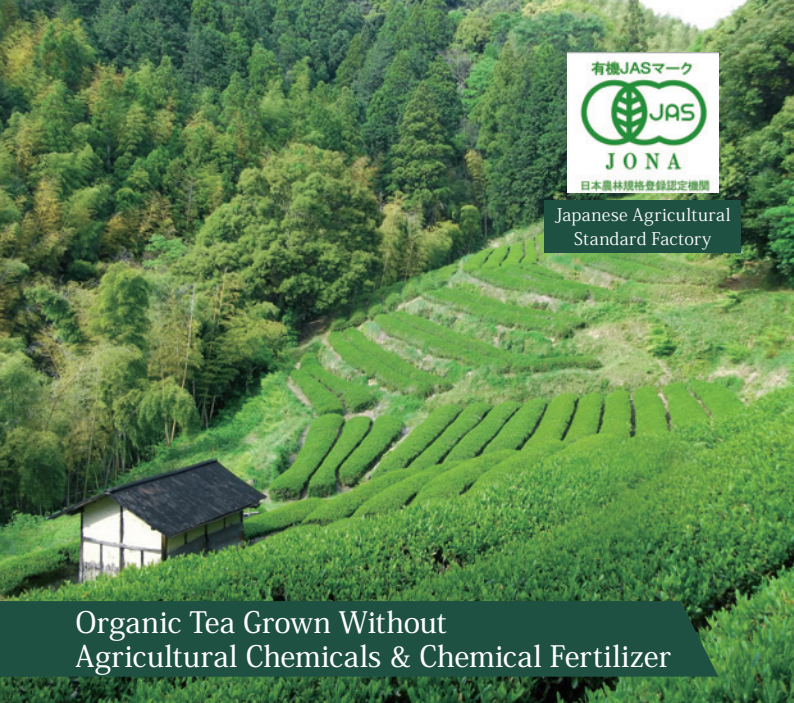
Matcha is ground and dried in tencha-ro (a special furnace for tencha) after covered cultivation, similar to gyokuro production. The Asahina area produces both gyokuro tea and matcha.

In recent years, matcha has been used for various purposes besides drinking—in cooking as well as in making sweets.

We offer a wide range of matcha, from standard through to high grades.



Matcha (Miscellaneous)
Expiry: 6 months



Japanese Agricultural
Standard Factory

Organic Tea Grown Without Agricultural Chemicals & Chemical Fertilizer

A new challenge being tackled by Yabuzaki is that of organic cultivation. This is now very much in focus, and forgoes the use of agricultural chemicals or chemical fertilizers, instead utilizing nature to its fullest. Yabuzaki is dedicating itself to bringing its tea to consumers around the world, starting right from the creation of good soil.



Organic Tea (Miscellaneous)
Expiry: 12 months

Miscellaneous Teas

Sencha

The most common of green teas, sencha has a pleasant mouthfeel, and is full of tea catechins.

Select your favorite sencha from a line of products. On top of our standard sencha, we also offer fukamushi sencha (deep steamed sencha), which reduces young and astringent flavors, as well as sencha with matcha, a well-rounded and vibrant offering.



Rich Grand Matcha Latte

A rich matcha latte made from first grade matcha tea leaves.

Our matcha latte stands out as it contains much more matcha than other offerings. Enjoy the rich taste that comes from a matcha tea producer.



Tea Bags

You can easily enjoy delightful tea without having to use a teapot.

The wide selection includes sencha and more.

Sample Pack

This is a sample pack with one of each tea, for those who want to sample a variety of our offerings.

We have many other products from reasonably price sets through to high-quality gift products. Contact us for more information.