

Japan's No. 1 in Unrefined Tea Production

A Wide Spectrum of Tea Varieties Cultivated Under the Warm Sun of Kagoshima



Kagoshima, a Whole Prefecture of Tea Cultivation

Tea perfectly suited to Kagoshima's rich natural environment is cultivated throughout the entire prefecture.

Each production area takes advantage of the prefecture's long north-south geography and varied climate to grow numerous high-quality varieties.

The combination of Kagoshima's advanced production and tea-processing techniques, along with the skills of its tea masters underpins the rich flavor, aroma, and beautiful color of "Kagoshima Tea." Thanks to the tireless dedication of local producers and all those involved in the tea industry, Kagoshima became Japan's No. 1 in unrefined tea production volume for the first time in 2024.

**Rich, Full-Bodied Flavor
with Perfect Balance of
Sweetness and
Astringency**

Kagoshima tea contains a high level of catechins due to the southern region's abundant sunlight. It is known for its rich flavor, combining a harmonious balance of sweetness and astringency.

With color, aroma, and taste, Kagoshima tea possesses the three essential elements of fine tea: "Deep green, glossy leaves," "the fresh aroma of young leaves and a rich, full-bodied flavor," and "a deep, rich, and beautiful liquor color."

Japan's Earliest Tea-Growing Region From First Flush to Autumn and Winter Harvests

Tea sprouts in spring, and Kagoshima's new-tea season begins earlier than anywhere else in Japan. The so-called "running new tea" starts in the southern island of Tanegashima. In the cooler northern and mountainous areas of the prefecture, tea plants bud slowly, producing tea with a rich aroma.



Main Varieties of Kagoshima Tea



Yutaka Midori

Among the early-harvest varieties cultivated in Kagoshima Prefecture, Yutaka Midori covers the largest growing area and is well suited to the region's warm climate. By covering the tea plants before harvesting and processing them with a deep-steaming method, the tea develops a rich umami flavor and full-bodied taste.



Asatsuyu

Covering the tea plants before picking and processing them with deep steaming yields a rich, watery color and umami flavor. It is also known as natural gyokuro.



Saemidori

An early-harvest variety characterized by its clear, bluish-green liquor color. It contains a high amount of amino acids, which contribute to umami flavor, and a lower catechin content, giving the tea a naturally sweet impression.



Asanoka

A tea variety developed in Kagoshima Prefecture, Asanoka contains high levels of both amino acids, which contribute to umami, and catechins, which create astringency. It is a distinctive variety with pronounced sweetness and astringency.



Following the first flush of early spring, the second, third, and fourth flushes continue as summer approaches. By October, the autumn and winter tea is harvested.



How to Brew Delicious Tea ~Sencha Edition~

- 1 First, fill teacups for each person about 80% full with hot water to cool it down.
- 2 Put the tea leaves into the teapot. Use one heaping teaspoon (about 3 grams) per person.
- 3 When the water in the cups reaches about 70° C, pour it into the teapot and wait about 1 minute. The water is 70° C when you can barely hold the cup.
- 4 Pour the cooled water from step 1 into the teapot and wait about 1 minute.
- 5 Pour the tea evenly into each cup little by little to avoid uneven strength, and pour out every last drop.



More Ideas to Enjoy Green Tea /

- Green Tea + Lime: Enjoy a tea drink with the original flavor of green tea while adding the aroma of lime.
- Green Tea + Fruits: Delicious with its gentle sweetness and the refreshing taste of tea.
- Green Tea + Sparkling Water: Enjoy the fizzy, sparkling sensation of a refreshing sparkling tea.
- Green Tea + Shochu: A crisp and smooth green tea highball. Low in calories and less likely to cause a hangover.

Kagoshima Tea – Highly Acclaimed at the All Japan Tea Competition

Kagoshima Prefecture has received high recognition for its tea quality, winning the Production Area Award—granted to the most outstanding tea-producing region in the regular sencha category of the All Japan Tea Competition—for 22 consecutive years.

In addition, teas such as gyokuro and kabusecha have also received awards, demonstrating the high-level production of diverse tea varieties.

Contact

Kagoshima Tea Producers Association
TEL 099-286-3200



Japan's No.1 Producer in Harvest Volume!

Sweet Potatoes

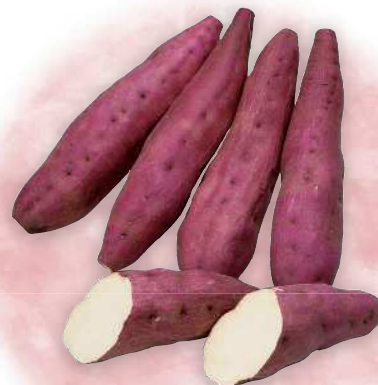
Sweet potatoes, produced year-round in many varieties, are one of Kagoshima's representative vegetables. Believed to originate in Central and northern South America, they were introduced to Kagoshima around 1700 from the Ryukyu Islands and became widely cultivated.

Calories are about one-third of rice or wheat, making sweet potatoes a fiber-rich food. They contain large amounts of vitamin C, which is resistant to heat damage, and potassium, which helps remove excess salt from the body. Because of these qualities, sweet potatoes are attracting attention as a food that promotes both health and beauty.



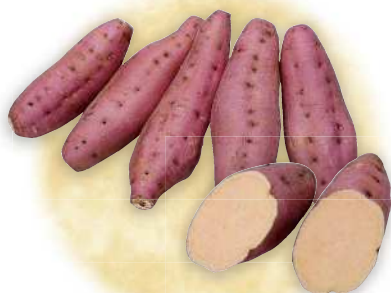
Beniharuka

Right after harvest, this variety of sweet potatoes has a fluffy texture, but storage develops a sticky texture and increases sweetness. Characterized by its moist flesh and high sugar content, it is popular for baked sweet potatoes. This versatile variety is also well-suited for making sweets, shochu, and various processed products.



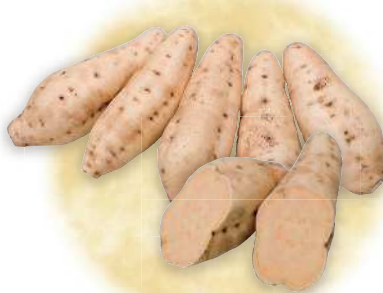
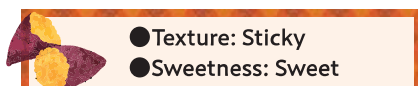
Benisatsuma

With its deep red skin and yellowish-white flesh, Benisatsuma is known for its soft, fluffy texture, which is one of the secrets of its popularity. It's delicious in various dishes like candied sweet potatoes and tempura.



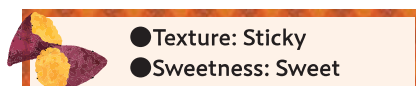
Annobeni

These sweet potatoes have reddish skin and pale yellow flesh. Its high sugar content is a defining characteristic. When cooked slowly over time, its sweetness intensifies. Heating enhances its pale yellow hue, transforming it into a vibrant orange color.



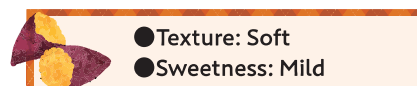
Annokogane

Anno Kogane, selected from Anno Imo, features a pale yellow-brown skin and a vibrant yellow interior. Its flesh has a creamy, smooth, and moist texture. It boasts a rich sweetness and is also known as honey sweet potato. When heated, it turns an even more vivid golden yellow.



Tanegashimagold

A variety of purple sweet potato from Tanegashima, developed by selecting from the native Tanegashima Purple. Its skin is white, but the flesh is a vivid purple. Among purple sweet potatoes, it has excellent flavor and is versatile for steamed sweet potatoes, tempura, confectionery ingredients, shochu, and more.





Kagoshima's Pride "The Kagoshima Brand"



In Kagoshima, agricultural and livestock products that represent the prefecture—such as those with top-level production volumes nationwide and high market recognition for quality—are designated as “Kagoshima Brand” products. Organizations that meet specific standards for producing and shipping these products are certified as “Kagoshima Brand” organizations.

Vegetables and fruits from "Kagoshima Brand" certified organizations



Pumpkins

Its delicious flavor ranks among the best in Japan.



Bell Peppers

Suits any kind of both Japanese and Western dishes.



Cucumbers

Fresh and crisp texture.



Okra

A classic stamina-boosting summer vegetable. Its sticky power helps prevent summer fatigue!



Strawberry

Featuring sweet and sour flavor.



Broad bean

A representative spring vegetable. Kagoshima is Japan's No. 1 producer. Fluffy texture with a subtle sweetness and refined aroma.



Green Peas

Bright green color and soft texture.



Potatoes

A vegetable that heralds spring. Can be used in a wide variety of dishes.



Sweet Potatoes

Japan's No. 1 producer. Kagoshima's signature vegetable!



Burdock

Crisp texture and sweet aroma.



Scallion Bulbs (Rakkyo)

Characterized by its crisp bite!



Broccoli

Ice-packing and refrigerated transport ensures top freshness.



Komatsuna Greens (Japanese Mustard Spinach)

Easy to cook, with even richer flavor in winter.



Tankan Oranges

Japan's top producing region! Perfect balance of sweetness and acidity.



Kumquats

Can be eaten fresh as it is! Also great for honey preserves, jams, and other preserves.



Daimasaki Oranges

Easy to peel, with soft, juicy flesh. Packed with juice. Winter's luxurious fruit!



Beni Amanatsu Oranges

Reddish peel and juicy flesh.



Mangoes

Rich aroma and meltingly sweet flavor.



Passion Fruits

Elegant fragrance and sweet-sour taste. Widely used in juices, desserts, cocktails, and more.



Sakurajima Komikan

A symbol of Kagoshima, cultivated on "Sakurajima" island.

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