

History of Honyama Tea Processing Co., Ltd

In the mountain area, upstream of the Abe River in Shizuoka City is the place of producing area of Honyama tea.

The fog from the Abe River deeply fall in the mornings and evenings, which make the temperature changes during day and night.

Our leaves are covered by natural mountain fog from Abe River, which make our leaves grown soft and flesh.

Furthermore, due to the nourishment of the soil below the "Southern Alps" springs and the mountain stream that spring up from the Abe River, make a deep flavor of "Honyama Tea" which it clearly have different taste from the tea from flat field.

Pride of Honyama Tea Processing Co., Ltd.

Our company was founded in 1916 and more than 100 years have been passed.

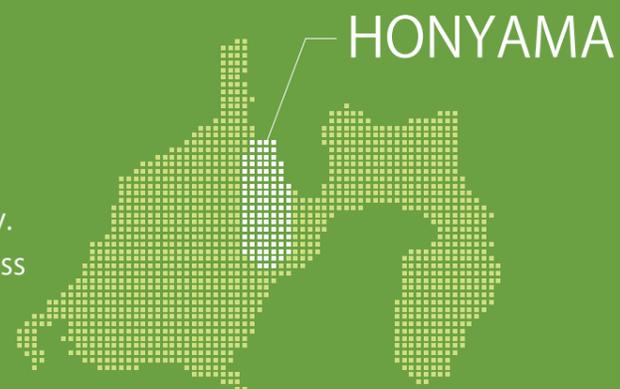
For a long time, we continue to have authentic taste of "Honyama tea" which we stick to leaves, ground, water and fire with the original method and mind.



中山茶
將軍家御用茶

History of Honyama tea

800 years ago, it is been told that Seiikkokushi who opened Kyoto Tofukuji Temple, has started to produce Shizuoka's tea in Ashikubo Aoi-ku (main shopping area), Shizuoka City. Shizuoka Honyama tea has built its position as high-class infant tea with the longest tea history in Shizuoka. In the Taisho era, it seems that we changed the name of the brand from 'Abe' to 'Honyama' for distinguishing high quality tea garden from others.



Tokugawa family' s favorite brand "Honyama macha"



Honyama matcha is known for been loved by Tokugawa Ieyasu, who is a famous Japanese general had lived in Sunpu castle around 1600. From 1681, it is said that our tea was donated to the Tokugawa shogunate and it was their "Favorite tea". It is also known the 15th generation general Yoshinobu (1837-1913) also loved it. Characteristics of Shizuoka Honyama matcha have a refined fragrance, a mild flavor and a refined aftertaste, and we are making matcha with the concept of "Matcha drunk by Tokugawa Ieyasu to the world".

