**From:** **AUREA** store+80959242569@g.shopifyemail.com
**Subject:** How to Ensure your Matcha is High-Quality
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**To:** francesca@clubaurea.com

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# AUREA



Not all matcha is equal. If you've ever had a **bitter, dull-colored, or grainy** matcha, chances are it wasn't **ceremonial grade**. True **high-quality matcha** has a smooth, rich taste and a vibrant green color.





Here’s what to look for:

✅ **Vibrant, Bright Green Color** – The deeper the green, the better the quality. Avoid yellowish or brownish tones.
✅ **Smooth, Umami Taste** – High-quality matcha should have a natural sweetness with no harsh bitterness.
✅ **Stone-Ground & Shade-Grown** – Traditional methods ensure a fine texture and concentrated flavor.
✅ **Origin Matters** – The best matcha comes from Japan’s top regions (Uji, Kagoshima, or Shizuoka).





That’s why we created **Aurea Collagen Matcha,** made with **100% ceremonial grade Japanese matcha**, carefully sourced for its **smooth texture and rich umami flavor**. Perfect for morning rituals or whenever you need a moment of clarity.

Learn more

📩 **Have matcha questions?** Reply to this email—

we’d love to chat!

AUREA · Kapellenstraße 50, 53332 Bornheim, Germany

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