JAPAN MATCHA AGENT

Your Japan-side partner for sourcing matcha

Supplier search, samples, negotiation and order coordination, handled in Japanese from Fukuoka

VRPRESS Inc. · Fukuoka, Japan · matcha-japan.org

Producers rarely sell in English, and buyers rarely speak Japanese

Producers in Japan

- Small farms, regional mills
- Few sell in English
- Lots go to known partners

Buyers abroad

- Can’t negotiate in Japanese
- Struggle to compare quotes
- Can’t easily verify claims

Japan Matcha Agent is one Japan-based contact between the two.

One Japan-based contact covers six kinds of supplier work

Buyer representation

Your voice with Japanese suppliers.

Outreach and negotiation

Producer contact and current terms.

Product and supplier checks

Grades, origin claims and documents.

First orders

Order terms, documents and first shipment.

Ongoing vendor management

Quotes, documents and reorder planning.

Region and supplier visits

Visits to tea regions and mills.

Five steps take you from requirements to a tracked order

1

Send your requirements

Brief, volumes, target price and open questions.

2

Contact and compare

Fit, price, MOQ, lead time and documents in one table.

3

Samples and testing

Tested in the drink or product you plan to sell.

4

Negotiate terms

Written prices, volume tiers and first-order conditions.

5

Confirm and track

Supplier, payment, documents, production and delivery.

Your team gets four working files to review and approve

Supplier comparison sheet

About 3 to 5 suitable suppliers compared on price, MOQ, lead time, documents and packaging.

Category recommendations

One or two main options per category, such as latte matcha and premium matcha for retail tins.

First-order term sheet

Draft terms covering MOQ, price, lead time, payment, packaging and delivery.

Communication and action log

Open questions, quote expiry, unconfirmed claims, supply risks and pending supplier actions.

Match the grade to the product you plan to sell

Use	Typical grade	What to check
Drinking straight	First harvest, ceremonial	Colour, umami and milling method
Lattes	Latte or premium blends	Flavour in milk and cost per cup
Desserts and baking	Culinary blends	Colour after baking and price per kg
Retail tins and pouches	Ceremonial or premium	Origin claims, packaging and shelf life
Organic lines	Organic JAS	A certificate recognised in your market

“Ceremonial” has no official definition, so we compare actual samples and documents rather than labels.

Documents are checked against your market before you order

- Residue limits differ by market; we check them for your destination
- COA, lot details and organic certificates where the product has them
- Certificate of origin, packing list and invoice for export shipments
- Matcha needs no phytosanitary certificate; an official exemption letter can be requested

Clear responsibilities

We manage Japan-side sourcing and document coordination. Import and customs clearance stay with you or your appointed provider.

Paid samples are matched to your use and shipped by EMS

2–4 candidates per brief

Chosen for your intended use, so you compare only relevant options.

Sealed bags with lot details

Each candidate is labelled with its lot information.

Shipped worldwide by EMS

Japan Post international express, with a tracking number.

Costs confirmed first

Sample and shipping costs are confirmed with the shortlist, before anything is sent.

Start with a clear scope and add ongoing support only if needed

Supplier search project

Contact suppliers, update prices and terms, and prepare a shortlist with any unresolved issues.

First-order support

Confirm MOQ, price, lead time, payment, packaging, documents and production dates with the selected supplier.

Ongoing Japan-side agent

Update forecasts and quotes, collect documents, coordinate orders and stay in contact with the supplier.

Supplier visit project

Plan and attend visits in one or several regions, with appointments, meeting preparation and follow-up.

Businesses in 11 countries have contacted us

11

countries

MIDDLE EAST	ASIA	EUROPE	AMERICAS
Saudi Arabia	Taiwan	France	United States
Oman	Thailand	Spain	Brazil
Iraq	Philippines		Peru

Business enquiries received through matcha-japan.org, as of October 2026.

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Send us your requirements

Tell us the use, volumes, target price and destination. We reply from Fukuoka, normally within two business days.

REQUEST A QUOTE

matcha-japan.org/request-quote

EMAIL

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