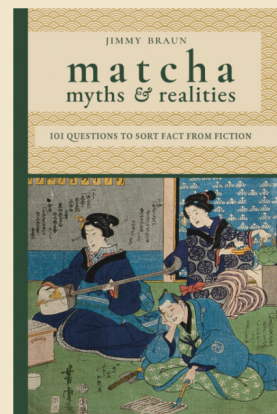


matcha

myths & realities

101 questions to sort fact from fiction.



As global demand for matcha now outstrips Japan's real production capacity, Jimmy Braun publishes, from Fukuoka, a documented investigation into the green powder that has become, in ten years, one of the most over-interpreted ingredients in the world. First published in French in April 2026, the book is now available in English.

Lattes, ice creams, cosmetics, cookies, brands that borrow the word like a suffix of desirability: since 2015, matcha has spread everywhere, and with it a structural confusion between ceremonial matcha, culinary matcha, and plain green-tea powder. Industry estimates suggest the global volume sold under the name "matcha" now far exceeds Japan's actual production. The gap is filled by substitutes whose origin and process sometimes have little left in common with the original product.

Matcha deserves better than slogans. It deserves to be understood, as a plant, a technique, and a culture. This book doesn't sell matcha. It explains it.

JIMMY BRAUN — FOREWORD

101 questions, 12 chapters, verifiable sources. Every entry follows the same protocol: *myth / reality / explanation / key takeaway*. Three reading paths are offered, depending on the reader's level: newcomer, practitioner, connoisseur.

Among the questions addressed

- Matcha's Chinese origin and its Japanese perfection
- The absence of any protected designation at the international level
- What science says (and doesn't say) about antioxidants
- The structural pressure global demand puts on Japanese producers

A crafted edition. Designed, illustrated, and typeset by the author, the book is set in EB Garamond and Cormorant SC, illustrated with original vector plates of the objects of chadō, and closes with a bilingual glossary using standard Hepburn romanisation.

About the author

Based in Fukuoka for over a decade, Jimmy Braun is an art director and author. He works at the crossroads of French and Japanese culture, and has explored matcha for more than fifteen years, through research, daily practice, and retail. His first book was published by Ideo / Hachette in 2019, followed by *MAJO — Tasting Journal* in 2025.

BOOK DETAILS

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Review copies: digital copies (high-resolution PDF) available on request.

Interviews available in French and English, by video call from Japan.

