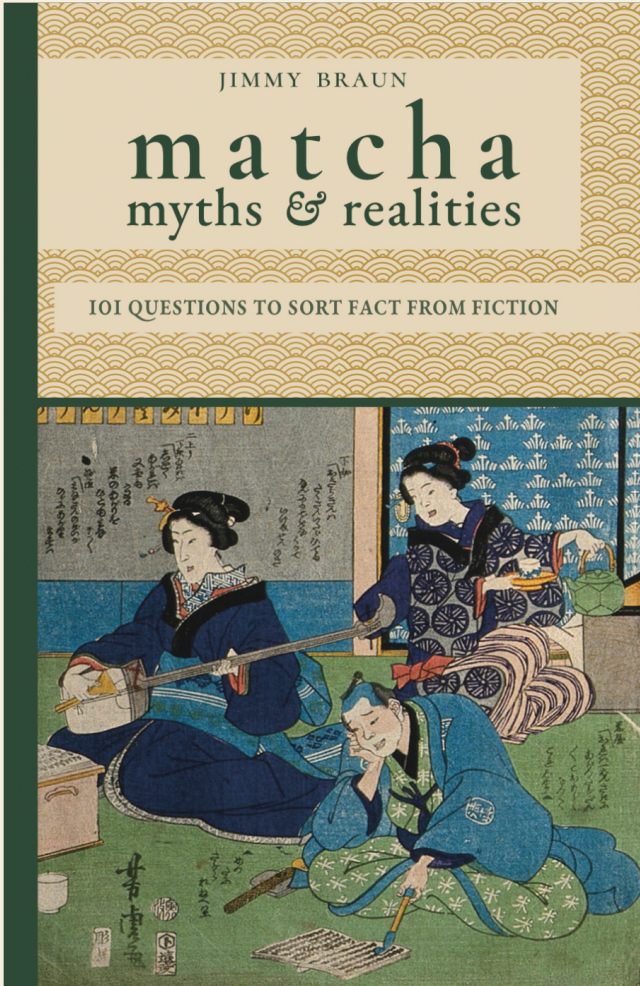




matcha  
myths & realities

101 questions to sort fact from fiction.

# Matcha is overflowing its own limits.

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.

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.

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, along with summary tables and timelines, and closes with a bilingual glossary using standard Hepburn romanisation.

# Jimmy Braun.

AUTHOR · ART DIRECTOR

Based in Fukuoka for nearly a decade, Jimmy Braun is an author, art director, and publisher. He works at the crossroads of French and Japanese culture, and has explored matcha for more than fifteen years.

His approach combines daily practice, documentary research, and editorial rigour. His first book was published by Ideo / Hachette in 2019. In 2025 he released MAJO, a tasting journal conceived as a quiet companion to the practice.

With Matcha · Myths & Realities, first published in French in April 2026 and now available in English, he delivers his most documented work: 280 pages, 101 questions, twelve chapters. A slow investigation, written from the field.



JIMMY BRAUN · FUKUOKA · MJULY 2026

## SELECTED BIBLIOGRAPHY

- 2026 Matcha — Myths & Realities · essay, 280 pages
- 2025 MAJO — Tasting Journal · guide, 120 pages
- 2019 À chacun son régime · Ideo / Hachette · guide, 272 pages

## AVAILABILITY

Interviews in French and English, by video call from Japan.  
Time zone: JST (UTC+9).

# Five angles for the press.

Each of these angles can serve as an entry point for an article, an interview, or a TV segment. The author provides sources and additional data on request.

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## 01 The structural gap between production and demand.

Japan has tripled its tencha production in thirteen years, and it still wasn't enough. Global demand grew faster. More than half of production now goes to export, and the price of seasonal tencha passed the 10,000-yen-per-kilo mark in 2026, a 15.8% increase in one year.

## 02 The absence of an internationally protected designation.

Unlike champagne or parmesan, the word "matcha" designates a technique, not an origin. No international legal framework protects the name, which allows any green powder to be sold under it.

## 03 What science says (and doesn't say).

The cult figure of "137 times more antioxidants" comes from a single American study comparing matcha to one specific Starbucks tea. The book goes back to what research actually establishes: the chemical specificity of catechins, their bioavailability, and how EGCG modulates cellular pathways.

## 04 A matcha latte is not matcha.

Milk proteins, including caseins, bind to catechins and reduce their bioavailability. Most matcha lattes served in Western cafés also use sweetened industrial powders whose concentrations of active compounds are far below those of bowl-prepared matcha.

## 05 A rare outside perspective, written from within Japan.

There are English-language books and Japanese publications. But few documented investigations are written from the field. Jimmy Braun, a French author, writes from Fukuoka after more than fifteen years of practice, having visited the producing regions and talked with the growers. First published in French, the book is now available in English.

# Quotes.

Selected lines from the book, quotable without prior permission. Required credit: Jimmy Braun, Matcha — Myths & Realities, 2026.

“

Matcha is defined not by what it is, but by what we do: grinding, shading, whisking, passing it on. It is this gesture, repeated for nine centuries, that made it a philosophy before it ever became a market.

FOREWORD

“

Without shading, there is no matcha. The colour, the umami, and the sweetness are born of the deprivation of light.

Q18 · PLANTATIONS & CULTIVATION

“

Thirty grams per hour from a stone mill. That's one hour of grinding for a standard tin. Quality matcha cannot be rushed.

Q27 · PRODUCTION

“

The term "ceremonial matcha" is defined by no regulatory text. Anyone can print it.

Q41 · GRADES & QUALITY

“

Reducing matcha to its technique of origin means confusing the tool with the work. A product's identity is not reducible to its birthplace.

Q08 · THE HISTORY OF MATCHA

# Among the questions addressed.

Every question follows the same protocol: myth, reality, explanation, key takeaway. 101 questions in total, across 280 pages.

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## Q.08 Who does matcha belong to?

Matcha's Chinese origin and its Japanese perfection. What belongs to whom, and since when?

CHAP. II · THE HISTORY OF MATCHA

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## Q.78 How do matcha's antioxidants differ from those in other foods?

What science says, and doesn't say, about antioxidants. EGCG, bioavailability, and the myth of "137 times more."

CHAP. X · MATCHA & HEALTH

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## Q.87 Is a matcha latte really matcha?

How milk affects the bioavailability of catechins, and the taste. Why a matcha latte is not matcha in the strict sense.

CHAP. XI · MATCHA AROUND THE WORLD

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## Q.91 Can Japan produce enough matcha to meet demand?

The structural pressure of global demand. Limited acreage, a declining workforce, an incompressible process.

CHAP. XI · MATCHA AROUND THE WORLD

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## Q.97 Can Japanese matcha obtain a protected designation of origin?

Why no protected designation for matcha exists at the international level, and why the window is closing.

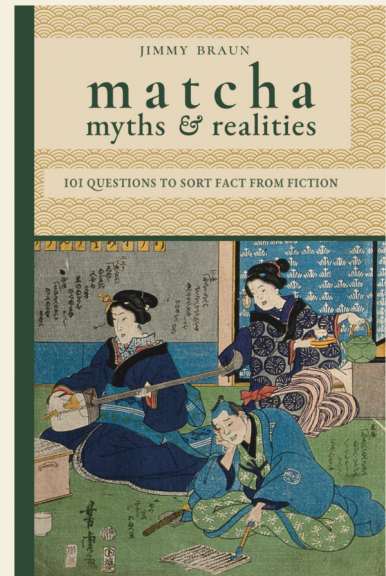
CHAP. XII · THE FUTURE OF MATCHA

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→ AND 96 MORE QUESTIONS, DOCUMENTED WITH VERIFIABLE SOURCES

# Fact sheet.

|              |                                          |
|--------------|------------------------------------------|
| TITLE        | Matcha · Myths & Realities               |
| SUBTITLE     | 101 questions to sort fact from fiction  |
| AUTHOR       | Jimmy Braun                              |
| PARUTION     | July 1, 2026                             |
| PAGES        | 280 pages, paperback                     |
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| RETAIL PRICE | US\$24.90                                |
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| EDITION      | First edition, 2026                      |
| PUBLISHER    | Self-published                           |
| VERSIONS     | Paperback and digital                    |



## WHERE TO BUY

[amazon.com/dp/9699399740](https://amazon.com/dp/9699399740)

[jimmybraun.org/matcha-book](https://jimmybraun.org/matcha-book)

## REVIEW COPIES

Excerpts or digital copies (high-resolution PDF) on request.

Physical copies subject to availability.

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## INTERVIEWS

Available in French and English, by video call from Fukuoka. Reply within 48 hours.



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