

Explore Shizuoka

Shizuoka, Japan's biggest producer of green tea, set to celebrate International Tea Day

To celebrate the event on May 21st, Shizuoka highlights some of its most popular activities for tea enthusiasts



From L-R: Green tea fields with Mt. Fuji in the background, Matcha calligraphy (Image credit: SURUGA Marketing & Tourism Bureau) and Tea Terrace Ichinose (Image credit: SURUGA Marketing & Tourism Bureau).

Images are available for download [here](#).

London, 15 May 2023 - In celebration of International Tea Day due to take place on May 21, Japan's biggest producer of green tea, Shizuoka, has rounded up some of the most unique tea-related experiences for visitors to enjoy. From a newly launched tour to learn about Gyokuro green tea (Japan's finest), matcha calligraphy and remote farm stays to a museum dedicated to tea and picturesque spots to enjoy a cup of tea, Shizuoka (located one hour on the bullet train from Tokyo) isn't short of options when it comes to tea!

New tour to sample Japan's finest green tea

Gyokuro green tea is known as the highest quality green tea and is mainly produced in three regions in Japan: Uji (Kyoto), Yame (Fukuoka) and Asahina, a very quiet mountain village in Shizuoka. '[Gyokuro Green Tea Study](#)' is a newly launched tour perfect for tea lovers looking for an exclusive green tea experience. During this two hours experience, participants will get to learn all about this fine type of green tea with a tea master, starting with a visit to his private tea farm followed by a lesson on how it is grown, how to brew it correctly and with lots of opportunities to taste it too. The experience starts from JPY 31,000 (approx. £187) for two people with English interpretation included. Lunch can be arranged at an additional cost.

Green tea degustation and calligraphy

Travellers looking for an authentic tea experience and to challenge their inner calligrapher, should book the '[Tea pairing and matcha calligraphy](#) ®' package, a unique three-hour experience designed for groups of four or more. It starts with the tea pairing session where tea master Mr Yasuhisa Iwazaki (who gives tea workshops in Japan and overseas) prepares a selection of hot and cold green tea brews paired with a multi-course Japanese meal made with seasonal ingredients. The Matcha calligraphy session is next taught by its creator calligrapher Ms. Shoran, who teaches participants how to write their

name in Japanese Kanji characters using a powdered green tea solution instead of ink. While painting, the green tea 'ink' is of a vivid green colour and turns brown as time passes. The experience starts from JPY 27,500 (approx. £165) per person.

A remote green tea farm stay

Nestled in the mountains and blessed by the rich nature surrounding the Oi River (one of the country's major rivers cutting through Japan's Southern Alps), travellers will find the famed tea town of Kawane. The topography and weather of the area provide optimal conditions for tea farming making the tea produced here one of the finest nationwide and the [farm stays](#) extra special. Located approximately one hour and a half by local train northwest of Shizuoka City, Kawane is reached by a tranquil train journey winding along and across the Oi River and through a sea of green tea fields. The friendly local hosts pick up participants at the train station to drive further inland to the remote tea farms. This rural experience includes tea-related, farming and cooking experiences, with participants helping to harvest the locally grown vegetables and cook the evening meal. Including the overnight stay and two meals (dinner and breakfast), the price starts from JPY 10,000 (approx. £60) per person.

Green tea tasting in the sky

In the hills of Setonoya, a tea producing region dating back centuries, [Tea Terrace Ichinose](#) offers guests an unforgettable tea tasting experience 'suspended' above the fields and surrounded by the rural beauty of the family run plantation. Here visitors can enjoy a tea experience with stunning views of mountains and tea farms from 3,000 JPY (approx. £28) per person including two types of green tea and sweets.

A fix of tea history

The [Tea Museum Shizuoka](#) is the perfect place for travellers to learn about the prefecture's green tea history, culture and industry. The museum is located in Shimada City and is a short 20-minute walk or five minutes by bus from Kanaya Train Station, which is served by the Tokaido Line and a convenient stop for tea lovers discovering the country by rail. Their permanent exhibition takes visitors through the history and origin of tea worldwide and dedicated displays delving into tea in Japan and Shizuoka in greater detail. The museum holds special exhibitions almost throughout the year with '[Tea and Mt. Fuji: Co-starring in Japan](#)' currently taking place until July 3rd. For visitors looking for something more hands-on, there is an array of experiences available at an additional cost such as tea picking (available late April to early May, late June, mid-August and late September), tea ceremonies, matcha grinding experiences and much more. Further information on the experiences is available [here](#). Entry to the museum costs JPY 300 (approx. £2) per person.

ENDS

About Shizuoka

Just one hour from Tokyo by bullet train, Shizuoka prefecture is home to the iconic Mount Fuji. It boasts a spectacular natural environment of coastline, mountains and lakes including the beautiful Izu Peninsula, which has been described as "Japan's Riviera" and was designated as a Global Geopark by UNESCO in April 2018. The region is steeped in history, has a huge choice of traditional ryokan inns and onsen hot springs, and is also a gourmet paradise. Its natural environment produces some of the country's best food and drink, from green tea and wasabi to fresh seafood. In fact, Shizuoka is Japan's biggest producer of green tea.

Press Contact

For media information and images, please contact:

Laura Boo at Hume Whitehead

T: +44 (0)20 3375 4056 or e-mail Laura@humewhitehead.co.uk.