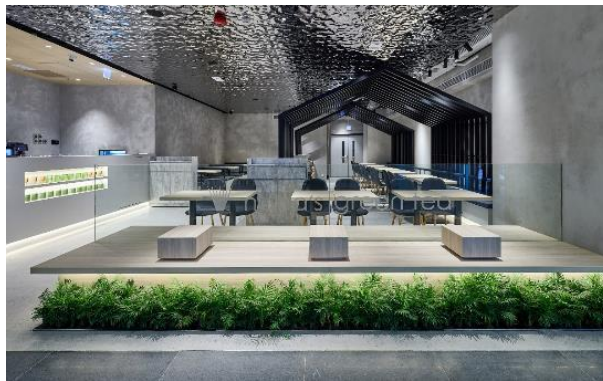




nana's green tea

**nana's green tea**  
**Opens Its First Location in Hong Kong –**  
**Bringing Japan's Number One Matcha Café and**  
**the Essence of Japanese Food Culture to AIRSIDE, Kai Tak**



(28 September 2023, Hong Kong) **nana's green tea** celebrates its soft opening today at AIRSIDE, Kai Tak's new shopping and commercial hub. This is the first Hong Kong branch for Japan's eminent café brand whose headline Insta-worthy matcha and green tea specialities exemplify contemporary Japanese lifestyle and the excellence of the country's food culture and hospitality tradition.

Brought to Hong Kong by Cafe Deco Group, **nana's green tea** is the largest of the matcha-branded café chains in Japan with 73 locations across the country, as well as international outlets in Singapore, Taiwan, the United States, Canada and Australia. Designed to bring a smile to the face with its delightful array of teas and tea-infused cakes, ice cream and parfaits, the green tea specialist's artfully curated menu reflects the Japanese spirit of *omotenashi*, embracing mindfulness and caring hospitality.

The brand debuted on the Tokyo dining scene in 2001, styled as a modern Japanese tea house and offering exquisite matcha-flavoured drinks, desserts and savoury dishes in a blissful atmosphere. Originally called Green Tea Café, it adopted its more auspicious current name in 2006 in honour of the founder's daughter Nana, and to embrace the auspicious connotation of the number seven in Japanese culture.

The brand sources its matcha mainly from Yamamasa Koyamaen, a famed tea manufacturer with more than 200 years of history in Uji, Kyoto. Traditional grinding in stone mills maximises the matcha flavour and retains its original essence, giving the matcha a characteristic melt-in-the-mouth feel with refreshing bitterness and green aromas developing on the palate.

As well as matcha, the premium green-tea brews of sencha, hojicha and genmaicha are spotlighted. Using more than 10 types of tea leaves from Kyoto, as well as those from tea farms in Kagoshima and elsewhere, major supplier Baisa Nakamura carefully identifies the characteristics of each tea leaf, finely adjusts the temperature and rolling method, and brings out the full flavour.

Highlights of the speciality beverages include *Matcha Latte*, *Hojicha Latte*, *Azuki Latte* (Sweetened Red Bean), *Black Sesame Latte* and *Matcha Latte Frappe*. The picture-perfect *Matcha Azuki Shiratama Latte* (HK\$48/Hot or Iced) is one of the signature drinks. From a matcha latte base, the delicious beverage is topped with shiratama mochi (sweet rice-flour balls), azuki (red bean paste) and whipped cream. Farmed in Hokkaido, where shorter daylight hours during the growing season yield lower tannins for a less bitter taste, **nana's green tea's** azuki is low in sugar and high in flavour – the red beans have soft skin and fruit.

*Hojicha Kuromitsu Latte* (HK\$48/Hot or Iced) is an option for lovers of the Japanese green tea popularly roasted in a porcelain pot over charcoal. The drink is capped with whipped cream and kuromitsu (Japanese black sugar syrup).

Customers torn between a drink and ice cream will adore *Matcha Soft Serve Latte with Chocolate Crunch* (HK\$52): its rich, milky smoothness combines matcha latte with vanilla-flavoured soft serve ice cream and chocolate crunch topping. *Hojicha Soft Serve Latte* (HK\$52) comes with vanilla-flavoured soft serve and the distinctive roasted aromas of its tea.

Parfaits are another house speciality and come in 8 different rich and luscious tastes. *Matcha or Hojicha Nama Chocolate Parfait* (HK\$98) embraces handmade matcha or hojicha pudding, vanilla soft serve, azuki or hojicha white bean paste and nama chocolate – a Japanese-style ganache that provides a silky rush of pure joy.

Those who enjoy the jelly-like mouthfeel and chewy texture of warabimochi may choose *Matcha or Hojicha Warabimochi Parfait* (HK\$88). The traditional Japanese delicacy is dusted with nutty kinako (roasted soybean flour) and drizzled with kuromitsu, while vanilla soft serve adds to the indulgence.

To commemorate **nana's green tea's** first outlet in Hong Kong, an exclusive *Matcha Gold Leaf Nama Chocolate Parfait* (HK\$98) is on offer until 31 October 2023. The confection blends melted cacao and fresh cream for irresistible nama chocolate, with matcha-flavoured gold leaf decoration adding a glamorous touch. Only 10 servings of the limited-edition dessert will be available daily to sweeten the start of autumn.

Two signature matcha-flavoured baked collections are on the menu. *Cheese Cake* (HK\$48) features premium Australian cream cheese and the brand's signature tea powder for a perfect balance of taste and texture between velvety cheese, bitter tea and sweet cake – Matcha, Matcha with Azuki, Hojicha and citrusy Yuzu are the flavours spotlighted. Lightly baked for a moist, silken consistency, *Rolled Cake* (HK\$48) encases lashings of aromatic tea-flavoured cream – in the flavours of Matcha, Hojicha or the not-to-be-missed Matcha with Azuki.

Other Japanese kanmi (dessert) classics include *Shiratama Zenzai* and *Matcha Shiratama Zenzai* as well as *Kinako Warabimochi* and *Matcha Warabimochi* – all priced at HK\$68.

For those seeking savoury satisfaction, salads, rice dishes, donburi (Japanese rice bowl) and udon sets are tempting light meals available all day. Rice dishes emphasise health and nutrition, with plenty of vegetables and lighter offerings. The nana team works directly with farmers to ensure the quality and food safety of their rice, which is artfully paired with sweet, tender free-range chicken from Aomori and soft-boiled 'sun egg' from Miyazaki in *Chicken Soboro Onsen Egg Don* (HK\$88). *Marinated Tuna, Avocado with Grated Yam Don* (HK\$148) and *Soy Milk Cheese Risotto with Salmon and Spinach* (HK\$148) are other scrumptious rice choices.

Noodle options include *Soy Milk Dandan Udon* (HK\$108/Hot or Cold), using soymilk 'dandan' style soup base, free-range chicken and chilli oil for a lighter, healthier bowl. *Soy Milk Cream Prawn and Tomato Udon* (HK\$128) is a moreish temptation. Alternatively, diners can slurp happily on hearty family-style *Beef Curry Udon* (HK\$108) or *Pork in Yuzu Pepper Udon* (HK\$98).

Each **nana's green tea** outlet is carefully designed to be unique to its location while maintaining a sense of collective unity. Harmonious settings reinforce culture and tradition amid the serene aesthetics of a modern Japanese tea ceremony. The AIRSIDE location spans more than 1,600 sq. ft, offering 60 seats framed by a contemporary pergola. A dappled ceiling treatment alludes to seasonality and nature's grandeur. Exemplifying originality and playfulness, the interiors showcase the brand's take on joyous, thoughtful hospitality, and defy the conventions of a typical café chain.

"From the beginning, we have been committed to making customers smile with our tempting offerings and delightful décor," says **nana's green tea** Founder Mr. Kazuto Kutami. "Our mission is to present a modern take on Japanese tradition, including the tea ceremony where the host honours the guests. As we open in Hong Kong, we will continue to express the true meaning of Japanese hospitality and food culture."

**nana's green tea** is located at Shop B128, AIRSIDE, 2 Concorde Road, Kai Tak, Kowloon, Hong Kong. It is a short walk from Kai Tak MTR Station (Exit C) and opens daily from 12:00 noon to 9:30 p.m. A second café is slated to open at The Southside in Wong Chuk Hang next year.

For more information, please visit [www.cafedecogroup.com/en-us/brand/nana's%20green%20tea/](http://www.cafedecogroup.com/en-us/brand/nana's%20green%20tea/), email [nanagtas@cafedecogroup.com](mailto:nanagtas@cafedecogroup.com), call (852) 2117-1309, or Whatsapp (852) 6507-9723.

Like and connect with **nana's green tea Hong Kong** on:  
Facebook – [www.facebook.com/nanasgreenteahongkong/](https://www.facebook.com/nanasgreenteahongkong/)  
Instagram – [www.instagram.com/nanasgreenteahongkong/](https://www.instagram.com/nanasgreenteahongkong/)

- End -

### **About nana's green tea**

**nana's green tea** is a popular Japanese matcha concept café with an international presence. It debuted in 2001 in Tokyo with a mission to spread casual contemporary Japanese café culture across the country and the world with signature green tea and matcha-infused beverages and desserts alongside udon, donburi, rice dishes and salads. It now stands as the largest and most celebrated matcha café chain in Japan with 73 outlets. Joining international branches in Singapore, Taiwan, the United States, Canada and Australia, its first Hong Kong café opened in September 2023 at AIRSIDE shopping mall in Kai Tak, East Kowloon.



To commemorate nana's green tea's first outlet in Hong Kong, an exclusive Matcha Gold Leaf Nama Chocolate Parfait is on offer until 31 October 2023



Matcha Soft Serve, topped with shiratama mochi (sweet rice-flour balls), and azuki (red bean paste)



Parfaits are the brand speciality and come in 8 different rich and luscious tastes. Embraces handmade matcha (left) or hojicha (right) pudding, vanilla soft serve, azuki or hojicha white bean paste and nama chocolate or shiratama mochi



Lightly baked for a moist, silken consistency, Rolled Cake (HK\$48) encases lashings of aromatic tea-flavoured cream – in the flavours of Matcha, Hojicha or the not-to-be-missed Matcha with Azuki (pictured)



Cheese Cake (HK\$48) features premium Australian cream cheese and the brand's signature tea powder for a perfect balance of taste and texture between velvety cheese, bitter tea and sweet cake – Matcha, Matcha with Azuki, Hojicha and citrusy Yuzu are the flavours spotlighted



For those seeking savoury satisfaction, salads, rice dishes, donburi (Japanese rice bowl) and udon sets are tempting light meals available all day



Each **nana's green tea** outlet is carefully designed to be unique to its location while maintaining a sense of collective unity. Harmonious settings reinforce culture and tradition amid the serene aesthetics of a modern Japanese tea ceremony

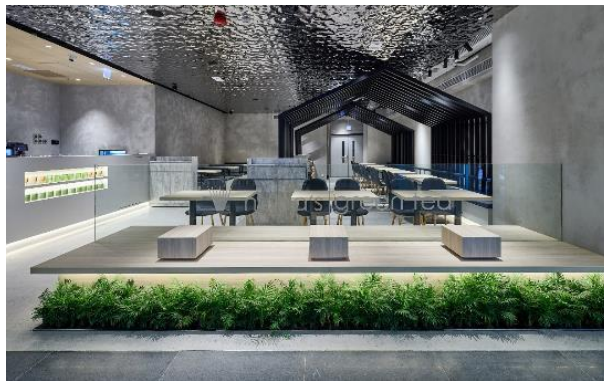


nana's green tea

日本人氣茶室 **nana's green tea**

於今天登陸香港九龍啟德全新綜合地標 **AIRSIDE**

匠心呈獻融會和式茶道文化的精緻用餐體驗



( 2023 年 9 月 28 日 · 香港 ) 日本人氣茶室 **nana's green tea** 於今天登陸香港九龍啟德發展區全新綜合地標 AIRSIDE，以日本承傳百年的款待哲學「おもてなし ( omotenashi )」，為城中美食愛好者帶來一系列堅持以優質食材製作的茶飲、甜點及和風料理；焦點落在以茶入饌的打卡美食精品，細意展現融會和式茶道文化的精緻用餐體驗。

品牌於 2001 年以 Green Tea Cafe 首度於日本東京面世，及後於 2006 年以創辦人女兒的名字 Nana，重新命名品牌為 **nana's green tea**，並採用七枝茶筴——日文中的 nana ( なな ) 有數字七的意思——作為標誌。甫登場已火速成為當地首屈一指的連鎖餐飲名店，至今於全日本共有 73 家分店，其店舖版圖更延伸至新加坡、台灣、美國、加拿大及澳洲等地。**nana's green tea** 是次由本地多元化餐飲集團 Cafe Deco Group 引入香港市場，致力堅守品牌的款待宗旨，以細節出發，為香港食客送上最真摯溫暖的用餐體驗。

**nana's green tea** 的招牌抹茶美點茶味香醇，並與來自日本京都的百年茶農「山政小山園」( Yamamasa Koyamaen ) 合作調配品牌獨有的抹茶。此茶園聲名遠播，自江戶時代早期

已鑽研茶葉培植之道，以代代相傳的傳統石磨製茶技藝成就細膩茶粉，既保留茶葉原有的醇厚，更提升其茶香及注入獨特的回甘餘韻，完美展示風味天然純正的抹茶魅力。

店內的茶品系列還有日本引以為傲的煎茶、焙茶及玄米茶，均精挑自位於京都的新晉茶葉專賣店「壳茶中村」( Baisa Nakamura )。該店擁有逾十款風味各異的茶葉，均搜羅自日本各地，如京都及鹿兒島的優質茶園；店內的茶藝師更會親自辨別每款茶葉的特性，了解其栽種環境及過程，確保能精準調整製茶過程中的殺菁溫度及揉捻力道，令每片茶葉的個性得以完美展現。

**nana's green tea** 另有多款特色飲品選擇，如抹茶牛奶、焙茶牛奶、紅豆牛奶、黑芝麻牛奶及抹茶牛奶沙冰系列，均由專業茶師現沏及調和，定必能滿足愛茶之士的各種口味需求。

當中備受社交媒體熱捧的打卡茶飲有「抹茶牛奶白玉紅豆」( 港幣 48 元；熱 / 凍 )，以香濃的抹茶為基礎調製，並加入軟糯的白玉及香甜綿密的十勝紅豆，綴以鮮忌廉享用更添香滑口感。店內選用的紅豆均來自日本紅豆勝地北海道十勝地區，由於該地的紅豆適栽期氣候溫暖、濕度適中、且日照時間充足，令出產的紅豆味道甘甜，質感細膩，與抹茶的醇香完美搭配。

鍾情焙茶溫和風味的食客則不容錯過「焙茶牛奶忌廉黑蜜」( 港幣 48 元；熱 / 凍 )，混合焙茶及牛奶，配上軟滑鮮忌廉，並澆上芳香甜美的黑蜜，巧妙平衡茶飲的淡淡甘香。

「抹茶牛奶雲呢拿軟雪糕朱古力脆脆」( 港幣 52 元 ) 及「焙茶牛奶雲呢拿軟雪糕」( 港幣 45 元 ) 均與奶味香濃的軟雪糕搭配得宜，前者更加上朱古力脆脆豐富口感；後者則茶味濃郁。

餐廳還有一系列打卡美食精品，包括滿載和式甜食的芭菲系列。共八款芭菲各有特色，焦點有「抹茶生朱古力芭菲」( 港幣 98 元 ) 及「焙茶生朱古力芭菲」( 港幣 98 元 )，分別以抹茶及焙茶為基調設計，搭配採用抹茶或焙茶手工製作的啫喱、雲呢拿軟雪糕、紅豆或焙茶白豆沙及生朱古力，別具日式風情；面層更加上鮮忌廉及朱古力醬，倍添視覺層次。



而質感軟糯的蕨餅亦是芭菲的最佳拍檔，推介有「抹茶蕨餅芭菲」（港幣 88 元）及「焙茶蕨餅芭菲」（港幣 88 元）；被帶有堅果香的黃豆粉覆蓋的蕨餅與抹茶及焙茶的茶香風味交織，配以黑蜜及雲呢拿軟雪糕，令芭菲的甜美個性更為突出。

為慶祝首家香港分店開幕，**nana's green tea** 由即日起至 2023 年 10 月 31 日誠意推出香港店限定的「抹茶金箔生朱古力芭菲」（港幣 98 元），每天限量供應 10 份。此芭菲揉合生朱古力及鮮忌廉的軟滑口感，為甘香抹茶注入一絲甜蜜風韻；綴以點點優雅金箔，絕對是香港抹茶迷於今個初秋不容錯過之選。

店內的甜點菜單上另有兩款日本店銷量冠軍的經典糕點，包括「芝士蛋糕」（港幣 48 元），備有抹茶、抹茶朱古力、培茶及柚子口味，採用優質的忌廉芝士作襯托，成就芝香茶味平衡有致的美點；及「忌廉蛋卷」（港幣 48 元），口味選擇有抹茶、培茶及抹茶紅豆，選用北海道忌廉及牛奶打造柔滑濕潤的質感，令蛋卷的茶韻更具滋味層次。

其餘經典日本甜食美點還有「白玉紅豆湯」（港幣 68 元；熱 / 凍）、「抹茶白玉紅豆湯」（港幣 68 元；熱 / 凍）、「黃豆粉蕨餅」（港幣 68 元）及「抹茶蕨餅」（港幣 68 元）。

除了教人眼花撩亂的甜食選擇外，**nana's green tea** 同時備有精心量製的和風主食菜單，包羅沙律、飯食、丼飯及烏冬，為食客帶來豐富多樣的輕食美饌。貫徹品牌以新鮮優質食材炮製餐點的堅持，菜式主打輕盈健怡，主食中用上的大米更選用與日本農民合作種植的有機白米，確保品質來源。

當中，以走地雞搭配宮崎縣雞蛋的「雞肉半熟玉子丼」（港幣 88 元），精彩體現食材搭配之妙；「吞拿魚牛油果山芋丼」（港幣 148 元）則結合牛油果的柔潤與及吞拿魚鮮美，清新開胃；另有香濃的「鮭魚菠菜豆乳意大利飯」（港幣 148 元）等。

菜單上的烏冬選項有招牌「豆乳擔擔烏冬」（港幣 108 元；熱 / 冷），採用豆乳巧妙中和傳統擔擔湯底的濃郁辛味，更見輕盈美味；「海老蕃茄豆乳烏冬」（港幣 128 元）為蕃茄醬注入豆乳的奶滑質感，提升海老的鮮味。而「牛肉咖哩湯烏冬」（港幣 108 元）及「柚子胡椒豚肉烏冬」（港幣 98 元）更是秋冬季節必選的暖心滋味。

每家 **nana's green tea** 均經過精心設計，既突顯每家分店的個性，又保持品牌的統一性，致力為來自世界各地的食客提供一個舒適愜意的用餐環境。而品牌首家香港店位於全新九龍地標 AIRSIDE，佔地超過 1,600 平方呎，設有 60 個座位。室內設計以現代茶室美學為基礎，結合傳統日式民家木系建築特色，以灰色為主色調搭配開放式的橫樑，營造簡潔明亮的氛圍，洋溢日系茶室的侘靜美感。

**nana's green tea** 創辦人朽網一人先生表示：「我們一直希望以集精緻美味於一身的菜單，為大家帶來歡樂及幸福感。我們致力忠於在日本傳統文化的基礎上融入現代元素，隨著香港店的開幕，我們期待可以以茶會友，向香港的美食愛好者展示日本的待客之道及分享我地歷史悠久的餐飲文化。」

**nana's green tea** 香港店位於香港九龍啟德協調道 2 號 AIRSIDE B128 號舖（港鐵啟德站 C 出口），營業時間為中午 12 時至下午 9 時 30 分。品牌的香港第二分店更將於 2024 年進駐黃竹坑 The Southside。

如欲查詢更多資訊，歡迎瀏覽 [www.cafedecogroup.com/zh-hk/brand/nana's%20green%20tea/](http://www.cafedecogroup.com/zh-hk/brand/nana's%20green%20tea/)、電郵至 [nanagtas@cafedecogroup.com](mailto:nanagtas@cafedecogroup.com)、致電（852）2117-1309、或發送 Whatsapp 短訊至（852）6507-9723。

關注 **nana's green tea** 香港店社交媒體：

Facebook —— [www.facebook.com/nanasgreenteahongkong/](http://www.facebook.com/nanasgreenteahongkong/)

Instagram —— [www.instagram.com/nanasgreenteahongkong/](http://www.instagram.com/nanasgreenteahongkong/)

— 完 —

## **nana's green tea** 簡介

**nana's green tea** 於 2001 年以 Green Tea Cafe 首度於日本東京面世，及後於 2006 年以創辦人女兒的名字 Nana，重新命名品牌為 **nana's green tea**，並採用七枝茶筴——日文中的 nana（なな）有數字七的意思——作為品牌標誌；甫登場已火速成為當地首屈一指的連鎖餐飲名店，至今於全日本共有 73 家分店，其店舖版圖更延伸至新加坡、台灣、美國、加拿大及澳洲。最新香港分店於 2023 年 9 月開幕，座落香港九龍啟德發展區全新綜合地標 AIRSIDE。

品牌自成立以來，一直堅持以優質食材製作的茶飲、甜點及和風料理，為大家帶來歡樂及幸福感；以細節出發，細意展現融會和式茶道文化的精緻用餐體驗。



為慶祝首家香港分店開幕 · nana's green tea 由即日起至 2023 年 10 月 31 日誠意推出香港店限定的「抹茶金箔生朱古力芭菲」



抹茶軟雪糕白玉紅豆



滿載和式甜食的八款芭菲各有特色，焦點有「抹茶白玉芭菲」（左）及「焙茶生朱古力芭菲」（右），分別以抹茶及焙茶為基調設計，搭配採用抹茶或焙茶手工製作的啫喱、雲呢拿軟雪糕、紅豆或焙茶白豆沙、生朱古力或白玉，別具日式風情



有兩款日本店銷量冠軍的經典糕點，包括「芝士蛋糕」，備有抹茶、抹茶紅豆、培茶及柚子口味，採用優質的忌廉芝士作襯托，成就芝香茶味平衡有致的美點；及「忌廉蛋卷」，口味選擇有抹茶、培茶及抹茶紅豆（左），選用北海道忌廉及牛奶打造柔滑濕潤的質感，令蛋卷的茶韻更具滋味層次





除了教人眼花撩亂的甜食選擇外，nana's green tea 同時備有精心量製的和風主食菜單，包羅沙律、飯食、丼飯及烏冬，為食客帶來豐富多樣的輕食美饌



每家 nana's green tea 均經過精心設計，既突顯每家分店的個性，又保持品牌的統一性，致力為來自世界各地的食客提供一個舒適愜意的用餐環境