



**Sparks, Nev. (December 31, 2016)** – Partake in a timeless tea tradition that has been a part of tea culture for centuries. The matcha tea ritual is one of elegance, balance and beauty. Historically, this traditional ceremony is thought of as a bonding experience in which its participants promote mindfulness and practice respect, along with focus. Davidson's remains true to this ancient tradition with its newly introduced organic Ceremonial Matcha Powder.

In comparison to culinary-grade matcha powder, ceremonial-grade is far superior and meant for just that – ceremony. Whereas culinary-grade matcha powder is commonly used for baking, cooking and lattes, ceremonial-grade matcha powder is best when enjoyed as is. With the use of a designated bowl, whisk and spoon, this pure tea becomes less of a simple beverage, and more of a ritual. Ceremonial-grade matcha is meant to be enjoyed without the added combination of steamed milk or sweetener. Simply embrace the pure taste of true matcha, and promote that lifestyle of mindfulness and serenity.

With Davidson's purely organic Ceremonial Matcha Powder, tea lovers will experience the history and quality that can be found in celebrating tea as it should be – in ceremony.

**Davidson's Suggested Brewing Instructions:**

1. Heat fresh, filtered water just short of the boiling point.
2. Add 1 teaspoon of Davidson's Ceremonial Matcha Powder to an 8-oz. bowl.
3. Pour the hot water into the bowl.
4. Whisk the tea and water combination for 1-2 minutes, until the powder foams.
5. Do not strain any small powder particles from the whisked mixture.
6. Embrace the ceremony and enjoy the quality.

Davidson's Ceremonial Matcha Powder is now available online and in select stores.

To learn more about Davidson's Organic Teas, visit the website: [www.davidsonstea.com](http://www.davidsonstea.com).