ZHEJIANG
TEA GROUP

浙茶集团
ZHEJIANG TEA GROUP

九宇
TRANSWORLD

TRANSWORLD
MATCHA

九宇有机

TRANSWORLD MATCHA

让世界爱上中国好抹茶

FROM CHINESE SOIL, TO GLOBAL PALATE

全球抹茶原料与应用方案专家

GLOBAL EXPERT IN MATCHA RAW MATERIALS AND APPLICATION SOLUTIONS

(2026)

·THE ORIGIN OF CHINESE MATCHA·

(MATCHA)



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In 1950: Zhejiang Tea Group (ZTG) founded
In 1998: TRANSWORLD ORGANIC established

FROM CHINESE SOIL TO GLOBAL PALATE

For 28 years, we have stayed laser-focused on one single category – matcha. From source to processing, standards to culture, we scrutinize every last detail – to make Chinese matcha professional, authentic, and globally respected.

OUR POWERFUL GROUP BACKING

- Zhejiang Tea Group
- Global Tea Resource Supply Chain Integrator
- led the development of National Standard GB/T 34778 "Matcha."

60+ Entities
Products Sold in 60+ Countries and Regions Worldwide

TOP10
Top 10 Chinese Tea Enterprises

76 Years
76 Years of Tea Industry Heritage

Founded in 1950, Zhejiang Tea Group Co., Ltd. boasts a 76-year legacy as a subsidiary of the Zhejiang Provincial Supply and Marketing Cooperative. As a **National Key Leading Enterprise in Agricultural Industrialization**, the company integrates tea cultivation, production and processing, R&D, and domestic and international trade into one seamless operation.

For many consecutive years, it has ranked among China's top tea exporters and the world's leading green tea exporters, earning the title of **"World's Outstanding Green Tea Export Enterprise"** and a place among the **"Top 10 Chinese Tea Brands."** The company served as the Official Tea Supplier for the Hangzhou Asian Games and provided professional tea services for major events including the World Internet Conference and the G20 Hangzhou Summit.



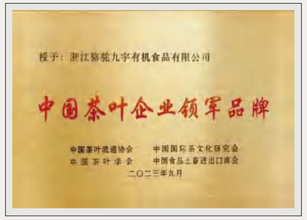
OUR AWARDS & RECOGNITIONS

Enterprise & Brand Credentials

- Zhejiang Tea Group: Top10 China Tea Enterprise Brand (2024)
- “Shifeng” brand value: RMB1.676 billion,ranked Top50 tea-related brands in China
- “Jiuyu / TRANSWORLD ORGANIC” brand value: RMB1.211billion, ranked 65th
- Recognized demonstration base for organic tea agriculture & international-oriented tea industry

International Product Accolades

- International Product Accolades
- North American Tea Competition Gold Award
- iSEE Global Taste Award: 3-Star Medal & Innovation Silver
- Selected for collection by China Tea Museum

























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2019
Transworld Organic launches an R&D-Manufacturing-Trade integrated strategy.

1998
Transworld Organic Founded

National High-tech Enterprise

Specialized, Refined, Distinctive and Innovative Enterprise

Yuhang District, Hangzhou



ABOUT US



- Transworld Organic
- Zhejiang Tea Group's Matcha Strategic Innovation Platform

National
National High-Tech Enterprise

Zhejiang
Zhejiang Provincial Agricultural Leading Enterprise

Zhejiang
Zhejiang SRDI Enterprise
SRDI:Specialized, Refined, Differential & Innovative

Established in 1998, Zhejiang Camel Transworld (Organic Foods) Co., Ltd (Abbr.: Transworld Organic) set up operations in the Yuhang Dajingshan Tea Scenic Area in 2018. We are a wholly-owned subsidiary of Zhejiang Tea Group Co., Ltd. — **one of the world's largest green tea suppliers**.

As a National High-Tech Enterprise, Zhejiang Provincial Agricultural Leading Enterprise, and Zhejiang SRDI Enterprise, **we integrate tea cultivation, production, processing, R&D, sales, brand operation, tea tourism, and industry-academia-research collaboration**. We operate **6,000 mu (≈ 400 ha)** of self-operated and partnered organic tea plantations.



OUR HISTORY

A CHAPTER IN THE REVIVAL OF CHINA'S MATCHA INDUSTRY

1998

Establishment of Zhejiang Camel Transworld (Organic Foods) Co., Ltd (Abbr.: Transworld Organic)

2001

Founded its subsidiary Zhejiang Wuyi Camel Tea-Manufacturing Co., Ltd., and introduced China's first modern tencha production line, pioneering the industrial-scale exploration of domestic matcha.

2011

Jingshan Tea Banquet inscribed on the Third Batch of State-level Intangible Cultural Heritage List, recognizing matcha's cultural significance at national strategic level.

2018

The national standard for "Matcha", GB/T 34778-2017, led by Zhejiang Tea Group, was officially promulgated.

2023

Transworld Organic co-founded the "Source of Tea Ceremony" Provincial Traditional Craft Workshop, which was listed among Zhejiang's First-Batch Provincial-level Traditional Craft Workshops.

2024

- Appointed as Vice-Chairman Unit of the Specialized Committee of China Tea Marketing Association
- Awarded the title of Zhejiang Matcha Future Farm

2025

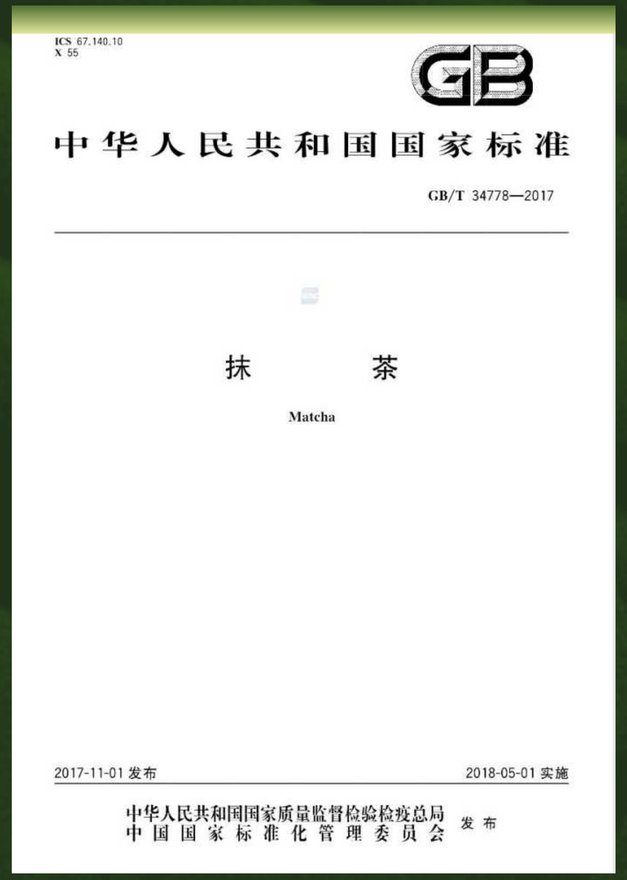
- Recognized as Annual Key Matcha Enterprise
- Awarded Five-Star Recommended Product of the "Huaming Cup"

2026

- Transworld Matcha Food Innovation Center was officially opened and put into operation in Jingshan, committed to building an innovation highland for the whole matcha industry chain.
- Transworld Organic led the drafting of the group standard"Matcha Sensory Flavor Wheel", which was officially approved for project initiation.

OUR SCIENTIFIC APPROACH

BUILDING A PROFESSIONAL MATCHA STANDARD SYSTEM



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X 55

GB

中华人民共和国国家标准

GB/T 34778—2017

抹　　茶

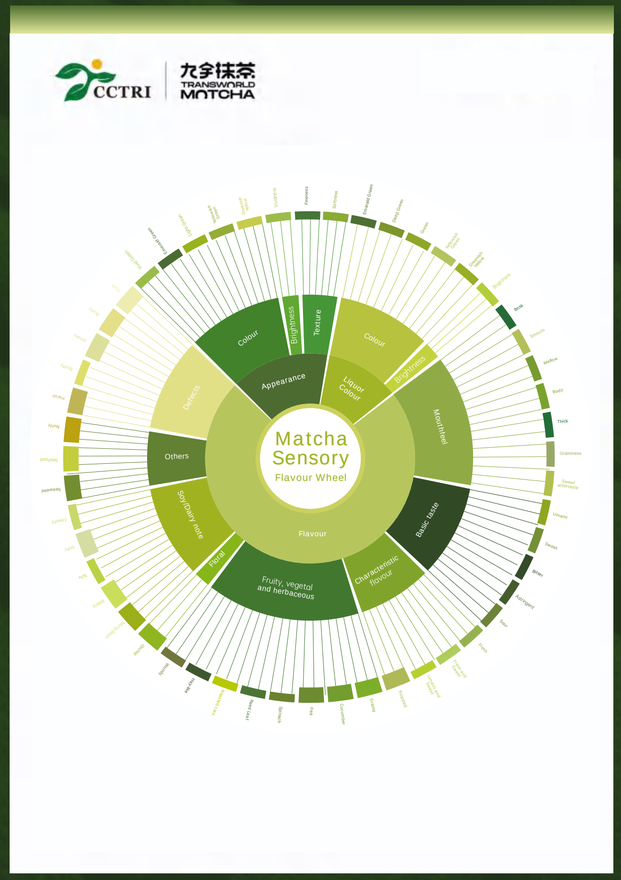
Matcha

2017-11-01 发布　　2018-05-01 实施

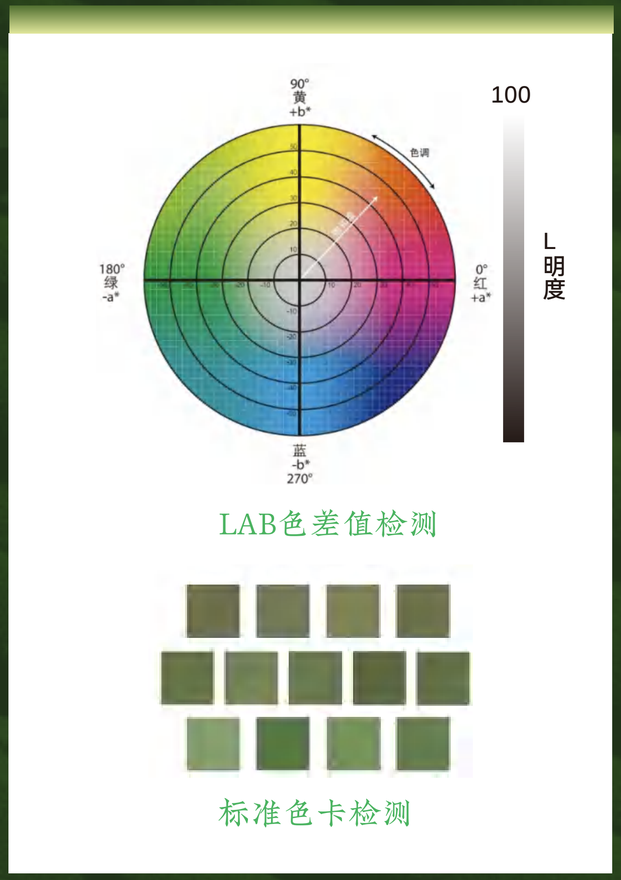
中华人民共和国国家质量监督检验检疫总局
中国国家标准化管理委员会　发布

National Standard:GB/T 34778-2017

Matcha Lead drafting organization



Matcha Sensory Flavor Wheel



LAB色差值检测

标准色卡检测

Scientific Testing Methods

OUR QUALITY ASSURANCE

Multiple International CertificationsSuccessfully passed SMETA Social Responsibility Audit,
with reports filed in the SEDEX system – ensuring full traceability and compliance across our supply chain

2025 & 2026 PLANT AUDITS: 100% PASS RATE

HACCP Certification

FSSC22000 Certification

ISO9001 Certification

Kosher Certification

HALAL Certification

HALAL Certification

FDA Certification

China Organic Certification

USDA Certification

EU Certification

RA Certification

FAIRTRADE Certification

NATURLAND Certification

OUR TEA GARDEN

ROOTED IN PRIME TEA-GROWING ZONES,CRAFTING VAST ECOLOGICAL TEA PLANTATIONS

6,000 mu (≈400 ha)

organic & EU-standard tea plantations

200,000 mu (≈13,333 ha)

Contracted Based Tea Plantations

28°N Wuyi

Jinhua Benchmark for region-wide organic farming, our core base

Average elevation: 600-800m
Pristine high-altitude organic land, a benchmark for pesticide-free quality

30°N Jingshan, Hangzhou

The World's Matcha Originates from Jingshan, Our root-and-source origin

Average elevation: 150-240m
Birthplace of authentic traditional Chinese matcha culture

SELF-BUILT TEA GARDENS | SPECIALIZED COOPERATIVES | STRATEGIC-COOPERATION TEA GARDENS | GLOBAL SOURCING

JINGSHAN
THE BIRTHPLACE OF CHINESE MATCHA

Recognized as the “Origin of Chinese Matcha” by the China International Tea Culture Research Institute (2019)

The UNESCO-recognized Jingshan Tea Banquet is inscribed as Intangible Cultural Heritage (2022)

HERITAGE TERROIR

LATITUDE 30°N

ELEVATION ***150–240 METERS***

Humid misty mountain climate · 800+ years of matcha cultivation since Southern Song Dynasty



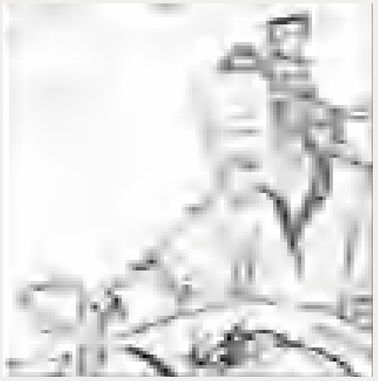
SHEN NUNG

"The earliest ancest-or of MATCHA"



LU YU

The Sage of Tea



BUDDHIST MONK FAGIN

The founder of Jingshan-Temple



DAHUIZONGGAO

A well-known Buddhist Monk at Jingshan Temple

/JINGSHAN = WHERE MATCHA'S STORY STARTS./

WUYI
HOMETOWN OF ORGANIC MATCHA

NATIONAL HONORS

Certified as "National Organic Product Certification Demonstration Zone,"
"China Organic Tea Hometown," and
"China Organic Matcha Hometown" (October 2019)

HERITAGE TERROIR

Latitude 28°N

Elevation ***600–800METERS***

Misty high-altitude climate · Large diurnal temperature variation
Slows bud growth for tender · Nutrient-rich leaves

WILDLIFE IN THE TEA GARDEN

We uphold harmony with nature –
where wildlife thrives in our tea garden.





/WUYI = ORGANIC MATCHA YOU CAN VERIFY./



OUR CORE STRENGTHS

MODERN, MECHANIZED, AND DIGITALIZED FARM MANAGEMENT

Full-process Intelligent Management of Tea Gardens



Ride-on Tea Harvesters·UAV Operations

Remote Video Surveillance 7*24hours

Ecological environment monitoring

Intelligent Irrigation

Green prevention and control

Fresh Leaf Primary & Refined Tea Processing



Flexible Intelligent Production Line for Black & Green Tea



Well-Type Brick Furnace Tencha Processing Line



Intelligent Refined Tea Processing Line

Compound Aroma Enhancement & Fine Grinding Production



Multi-Stage Compound Roasting & Aroma Enhancement Line



Continuous Water-Circulation Low-Temperature Grinding Line



Combined Black Gold Stone Traditional Stone Mill Line

TRADITIONAL CRAFTSMANSHIP – QUALITY OVER SPEED

WE CHOOSE TIME-HONORED METHODS OVER INDUSTRIAL SHORTCUTS

浙茶集团
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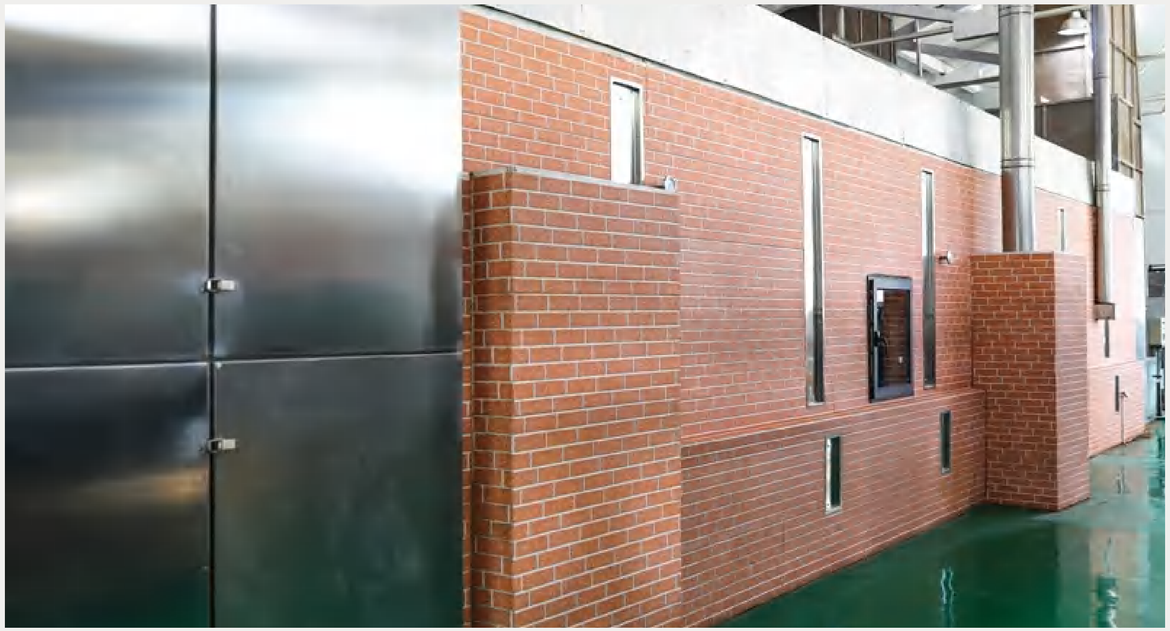


WELL-TYPE BRICK FURNACE TENCHA PROCESSING LINE

five-layer gradual roasting process develops a deep, lasting “furnace aroma” without burning off natural fragrance



COMBINED BLACK GOLD STONE TRADITIONAL STONE MILL LINE

low-speed, low-temperature grinding preserves chlorophyll, amino acids, and aromatic compounds. Each mill produces only 30–50 grams per hour – we choose quality over volume.

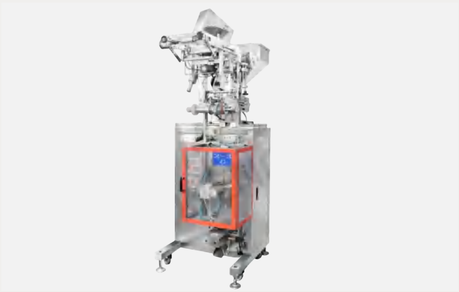
/WE DO NOT TRADE SPEED FOR QUALITY. WE RESTORE MATCHA’S TRUE FLAVOR THROUGH PATIENT, TRADITIONAL CRAFTSMANSHIP/



OUR CAPACITY ASSURANCE

DIVERSIFIED, FULLY AUTOMATED PACKAGING LINES

Diversified & Automated Packaging Lines



Powder Stick Pack Roll-fed Line



Powder Packaging Line



Whole-leaf Tea Roll-fed Pouch Line



Semi-automatic Can Sealing Machine

Semi-automatic Capsule Filling Machine



Automatic Nitrogen-flushed Packaging Line

End-to-end Standardized Quality Control



Mettler-Toledo HE53 Moisture Analyzer



Malvern Mastersizer 3000 Particle Size Analyzer



Colorimeter



Konica Minolta CM-5 Spectrophotometer

OUR BUSINESS FOOTPRINT

GLOBAL PARTNERSHIPS & FIRST-MOVER CERTIFICATIONS

JINGSHAN MATCHA

AMONG THE FIRST CHINESE TEA COMPANIES TO PASS FDA EXPORT CERTIFICATION.

AMONG THE FIRST TO OBTAIN INTERNATIONAL ORGANIC CERTIFICATION FOR TEA BASES.

THE FIRST IN CHINA’S TEA INDUSTRY TO EARN ISO 9001 QUALITY MANAGEMENT CERTIFICATION.



/WE ARE A GLOBALLY TRUSTED PARTNER WITH A PROVEN TRACK RECORD IN INTERNATIONAL MARKETS./

OUR PARTNERS – ACROSS INDUSTRIES

OUR MATCHA IS SUCCESSFULLY USED IN

浙茶集团 ZHEJIANG TEA GROUP | 九宇 TEA WORLD

现制饮品与烘焙
Freshly Crafted Beverages & Bakery

古茗 GOOD ME | 沪上阿姨 AUNTEA JENNY | 茶百道 | 茉莉奶白 Molly Tea | MANNER | naisnow 奈雪 Tea & Bakery | 阿水大杯茶 A-SHUI TEA | 茶话弄 CHA HUA NONG | BUTTERFUL & CREAMOROUS | THE MATCHA TOKYO | 裕谨茶楼 CHA OF YULIAN | 书亦烧仙草

乳企与食品
Dairy Enterprises & Food

伊利 伊利 | 娃哈哈 | 农夫山泉 NONGFU SPRING | 光明乳业 | 认养1头牛 ADOPT A COW 认养一头牛 | UHA 味觉糖 | 香飘飘

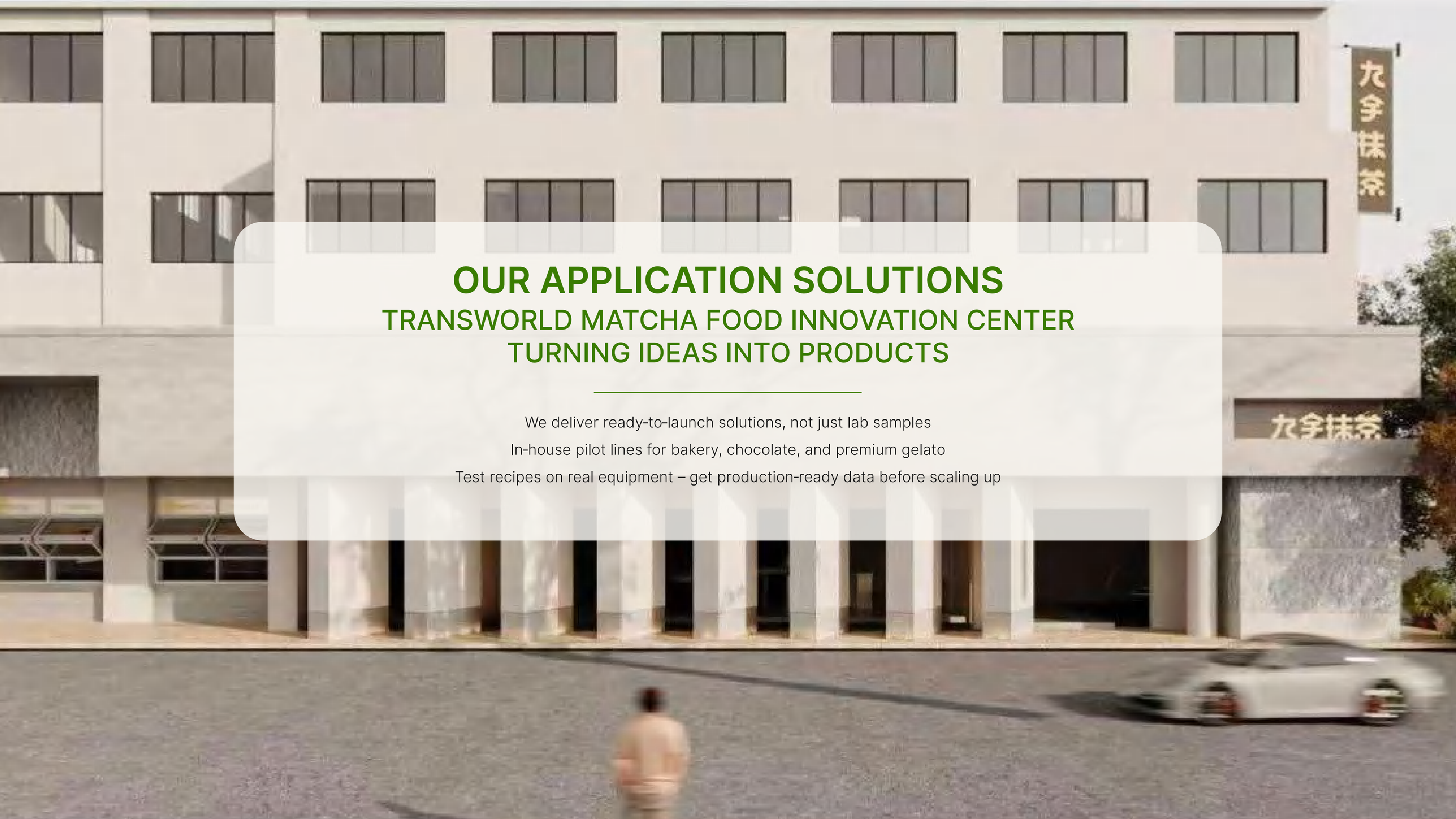
跨界与零售
Crossover & Retail

吉利汽车 GEELY AUTO | NIO 蔚来 | Sam's CLUB 山姆会员商店

文旅与空间
Tourism & Space

禅径寺山 径山寺 | MOJ 磨迹抹茶

*The above brands are listed in no particular order.



OUR APPLICATION SOLUTIONS

TRANSWORLD MATCHA FOOD INNOVATION CENTER
TURNING IDEAS INTO PRODUCTS

We deliver ready-to-launch solutions, not just lab samples

In-house pilot lines for bakery, chocolate, and premium gelato

Test recipes on real equipment – get production-ready data before scaling up

OUR APPLICATION SOLUTIONS

DIVERSE MATCHA FOOD EXPERIENCES – PROVEN READY



BEVERAGES

Standardized store protocols – no layering, no clumping



BAKERY

Heat-stable color and flavor – stays green and fresh even after baking



GELATO

Low-temperature formulas – smooth texture, minimal bitterness



SNACKS

Stable recipes that resist oxidation and color fading

FROM MATCHA PIONEER TO INDUSTRY LEADER



- Started as a dedicated matcha producer.
- Today, a comprehensive solution provider – from raw materials to finished product applications.
- Driving innovation across the full matcha value chain.

浙茶集团
ZHEJIANG TEA GROUP

TRANSWORLD
九宇®

NEW APPLICATIONS & CUSTOM SERVICES

浙茶集团
ZHEJIANG TEA GROUP

九宇

FOUR SPECIALIZED PRODUCT GRADES



Beverage-grade

fresh, pure flavor for ready-to-drink & instant beverages



Bakery-grade

heat-stable color and flavor for breads, cakes and pastries



Frozen-dessert-grade

smooth, low-bitterness formulas for ice-cream and gelato



Snack-grade

balanced tea notes for chocolate and confectionery applications

CUSTOM SERVICES WE OFFER

1

Raw material customization:

tailored by origin, tea cultivar and shading level

2

Formula R&D:

50-plus-member technical team to co-develop exclusive recipes for your projects

OUR PRODUCT PORTFOLIO

NEW STANDARDIZED-PRODUCT PORTFOLIO，CATERING TO DIVERSE CLIENT NEEDS

EU CONVENTIONAL/ ORGANIC MATCHA



EC 396/2005 & GB/T 34778	
OMAOOS/EMAOOS	Ceremonial
OMAOO1/EMA001	Ceremonial
OMAOO2/EMA002	Ceremonial Beverage
OMAOO3/EMA003	Premium Beverage
OMAOO3B	Beverage
OMAO05/EMAOO5	Beverage/Culinary
EMAOO5A	Beverage/Culinary

EU CONVENTIONAL/ ORGANIC HOJICHA



EC 396/2005 & GB/T 34778	
BCPO01	Dark Roast
BCPO02	Medium Roast
OBCPO01	Organic Dark Roast
OBCP003	Organic Medium Roast





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MATCHA GRADE

Matcha Recipe Guide







	Super Matcha (Ceremonial-Grade)	***Beverage Matcha*** (Premium-Grade)	***Food Grade Matcha*** (Culinary-Grade)
HARVEST	premium first harvest tea lesves	100% first harvest tea lesves	second harvest tea lesves
COLOR			
TASTE	Fresh and distinct, intense	Fresh and distinct, sweet afteertaste	Distinct and intense
GRANULARITY	9-12μm	15-18μm	18μm
USAGE	Tea Ceremony, Direct Drinking	Matcha Latte, Smoothies	Natural Ingredients, Bakery

PRIVATE LABEL & RETAIL-READY SOLUTIONS

FROM YOUR BRAND CONCEPT TO SHELF-READY PRODUCTS
WE HANDLE THE FORMULATION, PACKAGING, AND COMLIANCE



WE DON'T SELL TO END CONSUMERS — WE EQUIP YOUR BRAND TO WIN ON RETAIL SHELVES.

ONE-STOP, FULL-SCOPE MATCHA SOLUTIONS

SERVICE AREA | WHAT WE DELIVER

RAW MATERIAL CUSTOMIZATION

Matcha customized for you – by cultivar, origin, flavor, and grade.

EXPERT TEAM

50+ tea and food scientists, sensory tasters, and application engineers

SCALE PRODUCTION

In-house factories; flexible batch sizes; 100,000-grade clean rooms.

QUALITY CONTROL

EU 396 pesticide limits; organic certified; traceable from farm to finished product

COMMERCIAL IMPLEMENTATION

Ready-to-use recipes; store guides; shelf-life solutions; training

浙茶集团
ZHEJIANG TEA GROUP

TRANSWORLD 九宇®

OUR PHILOSOPHY & PRACTICE

COMPETENCE · COMMITMENT · COMPASSION · CO-PROSPERITY

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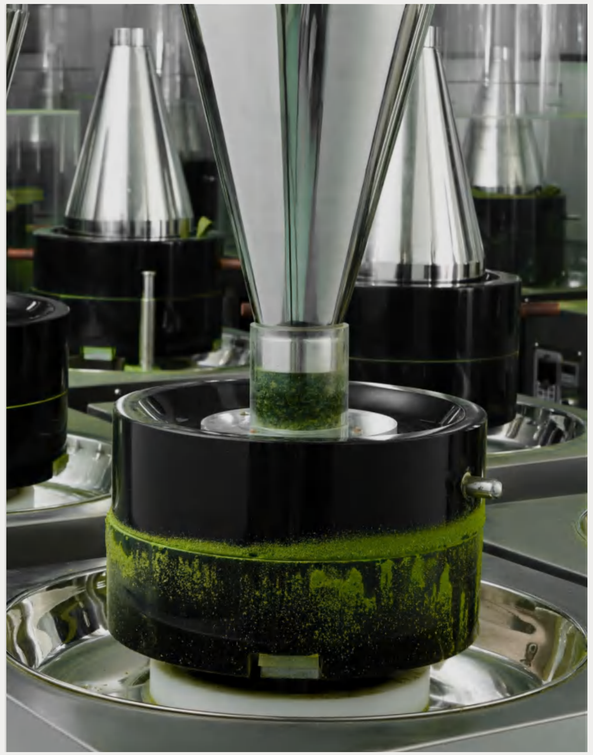
JIUYU TEA GROUP









Competence

We focus on matcha segment with standardized full-chain operation to deliver reliable quality.

Commitment

Driving continuous craftsmanship iteration and technical innovation for product improvement.

Compassion

Rooted in tea-growing regions, empowering local farmers and giving back to rural communities.

Co-prosperity

Products exported to more than 60 countries and regions worldwide, building an open and sustainable global matcha ecosystem.

浙茶集团
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TRANSWORLD
MATCHA

BE THE WORLD'S LEADING HIGH-END ORGANIC MATCHA BRAND!

We will continue to:

Root deep in professional excellence and consistent quality

Grow through trusted partnerships and collaborative innovation

Deliver matcha solutions that create long-term value for our customers worldwide

