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Matcha: A Lifestyle Guide



Synopsis

Yes, you can read an entire book about tea. Why? Because matcha is no ordinary tea. And, if social media is any indication, it is quickly unseating coffee as the energy-boosting drink of choice. Why? Because this powdered green tea's caffeine kick produces no jitters, no crash, and if that's not convincing enough, it gives you flow-state energy coupled with mental clarity. Sound too good to be true? It isn't. Matcha: A Lifestyle Guide offers everything one needs to enjoy the green goodness at a matcha bar or in the home kitchen. Featuring dozens of recipes for sweet and savory foods as well as matcha-based drinks and cocktails, this is the first book to cover both sides of matcha's ancient beverage and contemporary superfood and is an essential guide for both matcha novices and the already converted.

Book Information

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Customer Reviews

Jessica Flint is a New York-based editor and writer who has held staff positions at Vanity Fair, Bloomberg Businessweek, Marie Claire, and Departures, where she is currently a senior features editor overseeing travel, food, and beverage coverage. In 2016, she spent fifteen days traveling throughout Japan, and learned about matcha by attending tea ceremonies, traveling to tea houses, and staying overnight in ryokans and Buddhist temples. Anna Kavaliunas is a marketing executive who has worked in the entertainment industry on both coasts for twelve years. She has also consulted for companies in the health and wellness industry and has published articles on the

subject. She's an avid adventure traveler, a certified yoga instructor, and is pretty sure her blood has turned green from her current matcha obsession.

Absolutely love the physical feel of this book along with the way it was written! Easy to digest and in hip manner! The photography in this book is BEAUTIFUL too by the way.

Neat book- nice pictures and just enough text to keep it interesting and manageable. Priced nicely for a coffee table book too. Looks like an item from Pottery Barn or an Anthropologie. Worth checking out - esp if into Matcha. Good for the soul & the body...

Just as matcha is a labor of love, this book was clearly a labor of love for these two authors. It is written in a warm and friendly style but it's full of good information, history and recipes. It's well written and visually appealing - a great Sunday afternoon read (with a cup of matcha).

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