

Questionnaire for Japanese Green Tea

We would like to make Japanese green tea popular in the world. Please let us know the drinking situation at your residential area (country/ state/city).

Which country do you live ?

Country : _____

Which area do you live? (if possible)

State/City: _____

Company name* _____

*for tea distributors only

Name _____

Address _____

This personal information is used only to give some gifts for respondents from World Green Tea Association and strictly managed.

Please tick on the box for the applicable things. (Multiple answers are allowed.)

1. How often people drink tea (black/green tea) in the all beverage like coke/coffee/juice?

- Seldom 10% or less 20% or less, About half, More than twice In most cases
 Others (_____)

2. What kind of tea do they drink mostly ?

- Black Tea (Leaf, Tea bag) Oolong Tea 【Semi-fermented Tea】 (Leaf, Tea bag)
 Green Tea (Leaf, Tea bag) Flavor Tea Bottled tea based beverage
 Herb Tea (Rooibos/Mate Tea etc.) Powdery Tea
 Others (_____)

3. How often do you drink green(black) tea in your daily tea life?

- Seldom 10% or less 20% or less, About half, More than twice In most cases
 Others (_____)

4. What is the popular tea, currently ?

- Black Tea Japanese Green Tea Chinese Tea Oolong Tea Flavor Tea
 Bottled tea based beverage Herb Tea (Rooibos/Mate Tea etc.) Powdery Tea
 Others (_____)

• Please tell us the reason why the above tea is popular.

Reason: _____

"Questionnaire about Japanese Green Tea from here"

1. Do you find Japanese Green Tea at shops in your area ?

Yes No

2. Do you find Japanese style green tea which is probably not made in Japan?

Yes No

• (If you chose "Yes")Which country of origin is it?

Kind of tea & Country of origin: _____

3. Please let us know what kind of generation, where and in which situation do they drink Japanese Green tea?

• Generation

Twenties Thirties Forties Fifties Sixties

• Place

Restaurant Office Home Café Japanese restaurant

Others (_____)

• Situation

Meal time Eat out Break time Work time

Others (_____)

4. In the case people drink Japanese green tea at home, how do they brew or drink it?

(Please tick on the box for which apply the most)

Japanese Tea pot(Kyusu) Tea pot Tea strainer Tea bag Powdery Tea

Others (_____)

5. When you drink Japanese green tea at a café or a restaurant, how do they serve it?

Japanese Tea pot Tea pot Tea strainer Tea bag

Powdery Tea mixed with hot/cold water Device like espresso machine

Others (_____)

6. Where do you buy Japanese green tea ?

Supermarket Shopping mall Shop specialized for tea Asian grocery shop Cafe

Web shop

Others (_____)

7. Do you recognize the difference of "Made in Japan" and "Made in non-Japanese countries" when you buy Japanese green tea?

Yes No

• How do you recognize it ?

Point(Quality/Label etc...) _____)

8. What kind of tea do you find at a shop and how much is the cost ?

- Sencha (\$ _____) Gyokuro (\$ _____) Matcha (\$ _____)
 Powdery green tea (\$ _____) Tea bag (\$ _____)
 Hoji-cha(Roasted green tea) (\$ _____)
 Genmai-cha(Green tea with brown rice) (\$ _____)
 Others (_____)

9. What kind of Japanese green tea is popular?

- Sencha Gyokuro Matcha Powdery green tea Tea bag
 Hoji-cha (Roasted green tea) Genmai-cha(Green tea with brown rice)
 Others (_____)

- Please tell us the reason why it is popular.

Reason: _____

10. What is the reputation of Japanese green tea ?

- Excellent Good Average Slightly bad Bad

- Please tell us the reason of the above reputation.

Reason: _____

- How do the local people think about Japanese green tea?

- Expensive Match for Japanese food Bitter Nice Grassy-smelling
 Others (_____)

- What kind of things do the people expect for Japanese green tea?

- Flavor Safety Healthy benefit Convenience Cultural thing
 Others (_____)

11. Why do the people choose Japanese green tea to drink ?

- Taste Healthy Relaxing Safety Hydration
 Others (_____)

12. Do you think the Japanese green tea which is on sale at your residential area has a problem?

If so, what is it?

Problem: _____

13. What do you think about the demand of Japanese green tea in the future at your residential area?

- Increase Slightly increase Stay the same Slightly decrease Decrease

Reason: _____

14. Please tell us the idea to promote Japanese green tea at your residential area.

15. What kind of powdery green tea is on sale at your residential area?

- Matcha Powdery tea with Matcha Powdery tea with Match & sweetener
Powdery green tea without Matcha (Ingredients: _____)
Others (Ingredients: _____)

16. Do you find the label which shows details of raw materials and producing areas on the powdery green tea package?

- Yes (Country of origin: _____) No

17. How people drink powdery green tea?

- Wisk it with Chasen Dissolve it with hot/cold water in a cup
Dissolve it with milk/soy milk
Others (_____)

18. What is the average sales price for powdery green tea per 100g?

- Less than \$3 Around \$5 \$5~10 \$10~20 \$20~30 More than \$30

19. Please tell us about the products' name and sales prices if you see products include green tea

Product Name & Price: _____

20. Regarding low caffeine tea,

- Do you think it would be popular?

- Yes No No idea

- Please let us know about your idea for the proper sales price for it?

Around \$ _____ /100g

(Questionnaire only for Tea distributors)

21. Please let us know the following information for premium Japanese tea including powdered green tea which retail price is more than \$30-50/100g

(1) Customer (Age group, Gender, Occupation, Feature etc.)

(2) Point of sell / Sales method

(3) How to take

(4) The possibility of market expansion for premium Japanese tea

will Increase will slow down will decrease No idea

(5) Expected future market / sell method

Thank you very much for your cooperation.