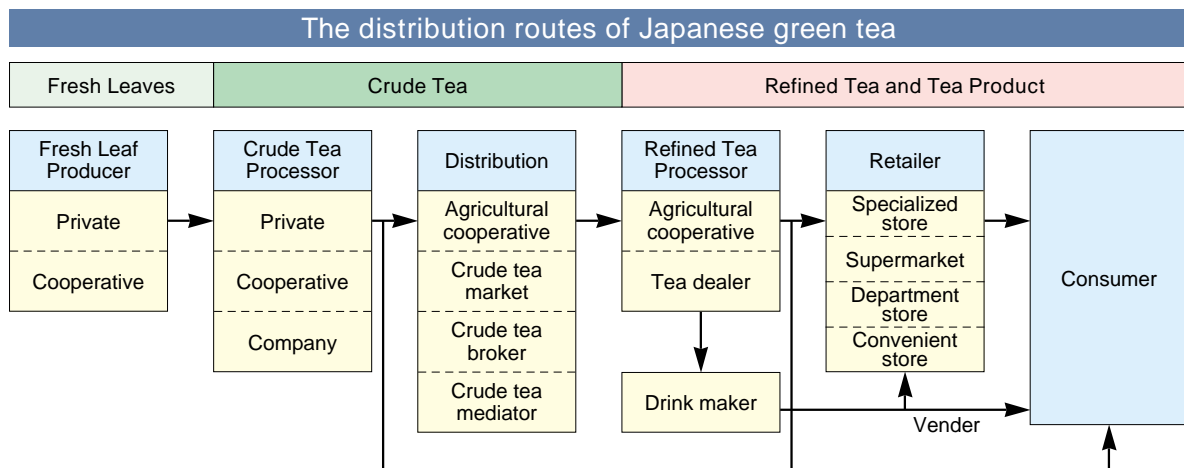


Distribution of Japanese Green Tea



From the field to the consumer, Japanese green tea has been distributed through three steps. The first step is the fresh leaves production, where the fresh leaves are plucked in private or cooperative tea fields. The second step is the crude tea distribution step, processing fresh leaves to crude tea and supplying to refined tea processors through the tea dealers. The refined tea is launched as a final

product and supplied to consumers through the retailers in the third step. Recently, a new route for direct distribution of green tea from crude tea processors to consumers (mail-order selling) has been gradually increasing. In addition, green tea beverage in cans and plastic bottles prepared by drink makers are through the retailers and vending machines.



Tea factory in tea field



Trading at a crude tea market



In a supermarket



In a specialized store



On a street