

お茶しましろう



CULTURE GUIDE | VOLUME 54

CHA CHA TEA TIME



BOKKSU
SNACK BOX

Cha Cha Tea Time

Experience one of Japan's famous traditions: *Sado*, or the Japanese tea ceremony. Steeped in meaning and history, the custom is rooted in the principles of harmony, respect, and tranquility between the guest, host, and nature. This month, we've curated a variety of snacks that bring a sense of calm when enjoyed with a piping hot cup of tea.



Discover where in *Japan* your snacks are from.

Sourced directly from small businesses in Japan



Locate your snacks
using the grid below:

CHA CHA TEA TIME BOX



Niigata

①



Nagano

②



Kyoto

③



Fukuoka

④



Kumamoto

⑤



Nara

⑥



Osaka

⑦



Tokyo

⑧



Okinawa

⑨

Note that the common allergens and dietary restrictions listed in this guide are directly translated from the packaging as reference; we cannot guarantee the presence or lack of certain allergens/animal products in the items so please consume them at your own risk with careful attention to any personal health concerns.



Let's Learn Japanese!

KANJI • FURIGANA
ROMAJI: TRANSLATION

湯呑・ゆのみ

Yunomi : Japanese Teacup

急須・きゅうす

Kyusu : Teapot

休憩・きゅうけい

Kyukei : Rest

湯気・ゆげ

Yuge : Steam

WASABI FLAVORED PISTACHIO SNACKS

BY SENNARIDO

Each savory pistachio is coated with a thin layer of spicy wasabi for an irresistible snack that wakes up your taste buds. Though these flavored pistachios might not be an obvious choice when picking a snack to pair with tea, these spicy nuts are not for the faint of heart!

FLAVOR	VEGETARIAN
<i>Savory</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Tree nuts, Wheat</i>	<i>None</i>



SPOTLIGHT SNACK



KOHAKUKA URAGOSHI KANTEN: GUAVA

BY OTW

Made with fresh guava grown in Okinawa, this jelly candy springs with each bite. Pro tip: Enjoy it chilled and be sure to eat the edible wrapper!

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Soy</i>	<i>None</i>



JOUISOBE OKOSHI: MATCHA

BY TOKIWADO KAMINARIOKOSHI
HONPO

This crunchy morsel is an *okoshi*, a snack with a history of more than 1,000 years that's similar to a rice crispy treat. One bite is all you need to taste the deep flavors of matcha green tea.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Peanuts, Wheat, Soy</i>	<i>None</i>



STAR OF NIIGATA: AMAKARA RICE CRACKERS

BY ECHIGO SEIKA

We're seeing stars with these delectable rice crackers! Each tiny *senbei* are coated in soy sauce sweetened with sugar for the ultimate *amakara* (sweet and salty) flavor party in your mouth.

FLAVOR	VEGETARIAN
<i>Savory</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Wheat, Soy</i>	<i>None</i>



CHESTNUT WAFFLE COOKIE

BY WAKOU

Lightly flavored chestnut cream is sandwiched between two crispy, buttery biscuits for a lovely tea time accompaniment.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Tree nuts, Wheat, Soy</i>	<i>None</i>



SCONE: CHOBBERIGU SPICE CURRY FLAVOR

BY KOIKEYA

This addicting corn snack highlights the cumin, coriander, and turmeric spices found in your favorite curry for an unforgettable *umami* (savory) taste.

FLAVOR	VEGETARIAN
<i>Savory</i>	<i>No</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Wheat, Soy</i>	<i>None</i>



ALFORT MINI CHOCOLATE: CHESTNUTS

BY BOURBON

Rich chocolate envelopes individual cookies in this classic Japanese snack. For this limited edition version, the chocolate is infused with the flavor of chestnuts, a popular ingredient during autumn.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Tree nuts, Wheat, Soy</i>	<i>None</i>





A wooden honey dipper with a thick stream of honey sits on a wooden board next to a slice of golden-brown Castella cake. A red and white patterned paper liner is visible in the background.

HONEY CASTELLA CAKE

BY NAKAJIMA TAISHODO

A classic festival delight in Japan, this fluffy Castella cake is flavored with honey for a satisfying treat. And a fun fact: The cake itself was brought to Japan by Portuguese merchants in the 16th century!

FLAVOR VEGETARIAN
Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Tree nuts, Wheat, Soy *None*

KURUMI WALNUT MOCHI

BY MARUSAN TAMAKIYA

Chopped walnuts are kneaded right into this soft mochi. It has faint notes of soy sauce that pair well with its sugar coating, creating a slight umami (savory taste).

FLAVOR VEGETARIAN
Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Tree nuts, Wheat, Soy *None*



A package of Tirolean Cream Roll Cookie: Vanilla lies on a light-colored surface. Next to it is a small round cookie on a plate, partially cut to show a cream filling. A small piece of cookie is also scattered nearby.

TIROLEAN CREAM ROLL COOKIE: VANILLA

BY CHIDORIYA

Since it debuted in 1962, this roll cookie has been baked according to a traditional Austrian recipe with fresh milk and butter. We're excited for you to try its popular vanilla flavor!

FLAVOR VEGETARIAN
Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Tree nuts, Wheat, Soy *None*

KYOTO MATCHA WAFFLE SANDWICH

BY MAEDA SEIKA

This wispy waffle sandwich is perfectly golden, with smooth cream that marries sweet white chocolate with slightly bitter matcha green tea from Kyoto in the middle.

FLAVOR VEGETARIAN
Sweet *Yes*

COMMON ALLERGENS ALSO CONTAINS

Milk, Eggs, Wheat, Soy *None*



NANKO UME PLUM GUMMY

BY ZEN-NOH

Made with pureed *nanko ume* (a specific type of Japanese plum) from the Wakayama Prefecture, these gummies are subtly sweet with a gooey center.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>None</i>	<i>None</i>

URU-RICE CHIPS: CORN POTAGE

BY MOCHIKICHI

The flavor of Japanese corn soup, also known as corn potage, is captured in these addicting, bite-sized rice crackers.

FLAVOR	VEGETARIAN
<i>Savory</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Soy</i>	<i>None</i>

ZEPPIN CARAMEL ALMOND OKAKI

BY MOCHIKICHI

Bite into these *okaki*, which are fried crackers made with *mochigome* rice. This iteration features a tantalizing combination of almonds and caramel.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Tree nuts, Wheat, Soy</i>	<i>Alcohol</i>

BLACK SESAME ROLL CAKE

BY BOKKSU X ISOPPU SEIKA

Slow down your day by pairing your favorite tea with this honey-flavored sponge cake, filled with black sesame paste and white bean paste for a rich flavor profile.

FLAVOR	VEGETARIAN
<i>Sweet</i>	<i>Yes</i>
COMMON ALLERGENS	ALSO CONTAINS
<i>Milk, Eggs, Wheat, Soy, Sesame</i>	<i>None</i>



MEET THE MAKER



Tsuboichi Seicha Honpo

HOJICHA TEA LATTE

BY BOKKSU X TSUBOICHI SEICHA HONPO

Let a sense of calm wash over you as you enjoy this Hojicha Tea Latte. *Hojicha* is a type of green tea that's roasted, giving it a layered flavor profile. It's also low in caffeine content, relaxes the mind, and is highly fragrant, even when mixed with milk.

BREWING INSTRUCTIONS:

Mix the entire packet with 100ml of your favorite milk. Serve the beverage hot or iced. Note: Stir the tea before drinking as the powder will settle to the bottom over time.

COMMON
ALLERGENS

None

VEGETARIAN

Yes



Tsuboichi Seicha Honpo



Get to know the tea company behind this month's tea pairing. The brand was founded in 1850 in Sakai City, Osaka, a city known for its *Cha no Yu* (the original phrase for the Japanese tea ceremony of *Sado*). Since then, the company has devoted itself to creating the perfect cup of tea, selecting only the best quality leaves across Japan.



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日本

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BOKKUSU



Cha Cha Tea Time



THE HISTORY OF SADO

Sado, which refers to the Japanese tea ceremony, dates back to the 9th century, when a Buddhist monk returned from China and served *sencha*, or unground green tea, to the Japanese emperor. The ceremony has evolved since then, but serving green tea, now in the form of matcha, has remained the same.



STIRRING TRADITIONS

One of the necessary tools to properly prepare matcha for *sado* is the *chasen*, a tea whisk that evenly mixes the tea to create a thick yet fine foam. The highest quality *chasen* is made from a single piece of bamboo and split into delicate tines.



ELEGANCE IN EVERY GESTURE

Traditionally during *sado*, specific steps are performed called *temae*. The practice involves scooping green tea from a caddy into a bowl, ladling hot water, stirring with the *chasen*, and serving it to the guest, who bows and takes the bowl with their right hand. The guest rotates the bowl clockwise three times before returning the bowl to the host.



COMPLETING THE CEREMONY

Besides performing *temae*, a few other elements are needed during the tea ceremony. First, *sado* is performed in a *tatami* room, which is a space that features woven rice straw. The host almost always wears a *kimono*, while the guest is expected to be in formal wear. A hanging scroll and flower vase is typically placed in the room, and a *wagashi* (traditional Japanese confection) is served.

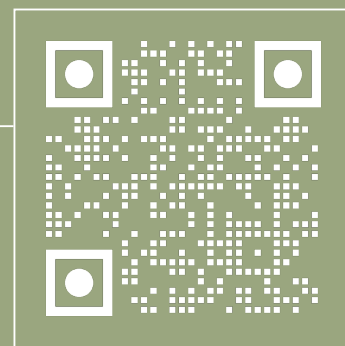


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and home goods that bring the perfect
ambiance to your home.

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NEXT MONTH'S THEME HAIKU HINT:

Flurries swirl above
As we admire the view
Hokkaido awaits



BOKKSU
SNACK BOX