



LUPICIA TEA HOUSE PRESS KIT



LUPICIA

Japanese tea house

Created in 1994 by Hiroki Mizuguchi, the LUPICIA house is a veritable institution in the land of the rising sun. Specialized in teas from around the world and present throughout Japan with more than 140 shops, LUPICIA has also diversified into other areas, with a gastronomic complex in Hokkaido, the organization of tea festivals

for the general public and a network of shops offering fine groceries. A major player and recognized for the quality of its teas and the importance of its catalog, which includes more than 400 plain or flavored teas, the LUPICIA house makes you discover its rich and refined universe.



A network of stores

More than 140 points of sale throughout Japan to meet the growing enthusiasm and demand of its customers.



LUPICIA Villa

Nestled in Niseko, this complex brings together a gourmet restaurant with a cellar of more than 5,000 bottles, an art gallery and shops. Epicureans from all over the world can taste the creations of chef Hidenori Uematsu using fresh produce from the Hokkaido region.



LUPICIA Grand marché

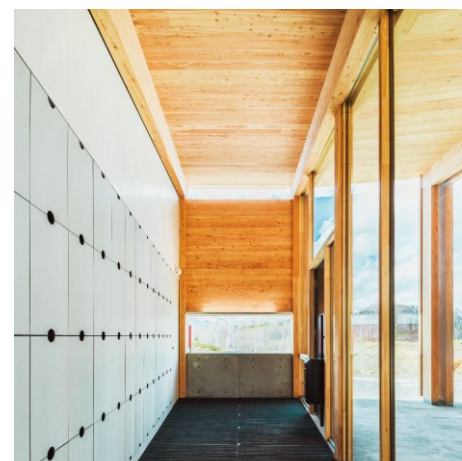
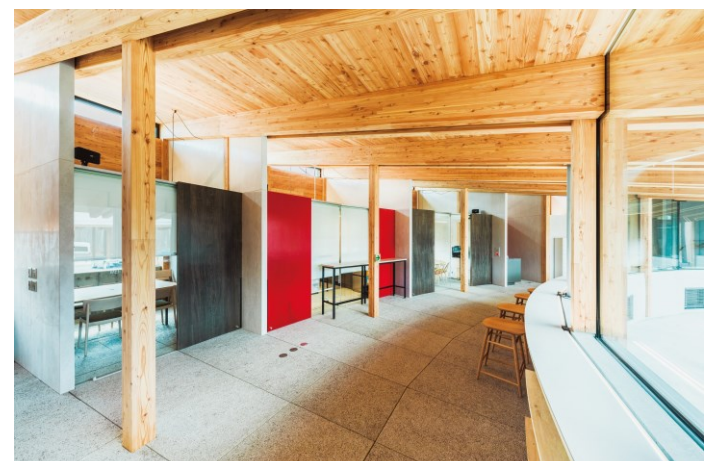
An unmissable event organized each year in several cities in Japan. This show is only open to LUPICIA customers to discover our teas and gourmet creations with more than 100 dedicated stands.



LUPICIA Gourmand

Producer and distributor of quality delicatessen products, LUPICIA Gourmand highlights productions from the Hokkaido region and offers a wide selection of gourmet products.

LUPICIA HEADQUARTER
Niseko (Hokkaido), Japan



LUPICIA In Europa

The European flagship was inaugurated in 2013 and LUPICIA selected Paris to offer its teas to all of Europe. A shop with a refined design and a zen atmosphere, located in the Saint-Germain-des-Prés district.

Designed by Mr. Furuya, a renowned architect, the store has clean, modern lines. The atmosphere is resolutely contemporary, while keeping a typically Japanese Zen side.



Teas from around the world

With a catalog of more than 100 teas, LUPICIA offers a range of fresh and refined teas from the best gardens all over the world, including exclusive Japanese flavors.



Delicatessen products

LUPICIA gives direct access to Japanese groceries and carefully selected quality sake to allow fans to immerse themselves a little more in Japanese culture.



Japanese tableware

LUPICIA develops partnerships with Japanese craftsmen in order to offer its customers a fine selection of tea accessories produced in Japan whose quality is well established.



A tea room

Enjoy a moment of gourmet relaxation by tasting our teas in our tea room and why not accompany it with a delicious pastry.



LUPICIA FLAGSHIP STORE
40, rue Bonaparte 75006 Paris

Our quality charter

Fresh & refined teas selected by our sommeliers from the best gardens around the world.



1

The best gardens

To select our tea leaves, we send our sommeliers directly with producers in the various gardens worldwide. If the tea leaves and their liquor meet all our quality criteria, they are sent to the factory.

2

Rigorous process

One of the particularities of LUPICIA is to manage the entire manufacturing process, from the purchase of the tea leaves directly to the producers, through the routing, sorting, packaging and up to the retail sale in our shops.

LUPICIA is the only house to offer a 6-step tea leaf sorting process. Automated and made especially to measure, this system makes it possible to eliminate any foreign body within the leaves.

3

Original & delicate flavors

The greatest care is taken when composing the flavored teas. Dried fruits, flower petals, spices or even natural flavors are carefully selected. Many tests are carried out in order to find the best balance of both taste and visual teas.

4

Protective atmosphere

In order to keep their freshness and aromatic subtlety intact, our teas are packaged by 50g in a protective atmosphere.

This process brings many advantages:

- It avoids the oxidation of the tea leaves
- It preserves vitamins
- It warns of any change in aroma or color
- It avoids any development of bacteria.

5

Packaging

Our commitment to quality has led us to give up selling in bulk in large iron containers. Indeed, the leaves being regularly in contact with the air, lose their initial freshness.

The packaging in 50g packets keeps all the qualities of the tea leaves intact as if they had just been picked.

From tea plantations to your cup

LUPICIA carefully selects and purchases the best high quality tea leaves from production areas around the world:

- Green teas and Matcha (Japan)
- Black teas (India, Sri Lanka, Indonesia, Kenya, Vietnam)
- Oolong teas (Taiwan)
- White teas (China)
- Rooibos, Herbal teas, Maté (Africa, Argentina...)
- Early teas (Darjeeling, Japan)

In search of the best teas

Our sommeliers travel the world to taste our future teas. Many criteria are evaluated: color of the leaves, shape, aroma, taste, color of the infused tea, appearance of the leaves after infusion and residual odor in the tasting sets. Once these steps have been completed, the batch is validated. We highlight many tea gardens that are sometimes unknown because they are difficult to access, such as those located in steep mountains, and this sometimes transforms visits into unexpected adventures.

LUPICIA Northern Tea Project

Originally, tea trees are plants that prefer warm climates. However, in 2021, with the participation of local farmers, LUPICIA developed a tea plantation near Niseko (Hokkaido) where the climate is particularly harsh. To meet this challenge, the team is taking full advantage of improved cultivars and cultivation techniques. More than 700 tea trees have already been planted.



The Shiga factory completed in 2012, selected in 2013 by the Japan Institute of Architect for the quality of its architecture.

In direct contact with producers

In order to deliver the best teas to our customers, LUPICIA carefully selects and purchases tea leaves and our sommeliers negotiate directly with producers in production areas around the world, building a relationship of trust.

LUPICIA is also very involved in promoting Japanese craftsmanship and allows the European public to discover exceptional objects, handmade and most often for several generations.

Discover some of our partners.



YOICHI KOROGI

One of Japan's best tea masters, awarded 16 times by the Japanese Ministry of Agriculture.



Mr. JAH

Mr. Jah, one of our partners at Darjeeling Sangme Tea Estate oversees the tastings. Darjeeling is considered a gem of tea, due to the quality of its leaves.



HIROKI MATSUMOTO

Created in 1935, the "Kaneroku Matsumoto" tea gardens are registered with the U.N. and participate in the "Traditional tea-grass integrated system" program.



MANUFACTURE GYOKUSENDO

For more than 200 years, the craftsmen of the factory have devoted themselves to the production of Tsuiki copper utensils, hammered by hand.

Unique flavors

The quality of the blends, their finesse and their balance are the strengths of the teas from LUPICIA. These blends are made by our tea sommeliers directly in our factory.

LUPICIA is the only house that stands out for its little-known varieties of tea, teas with typically Japanese flavors and original blends.

Discover some of our creations.

ONLY AT LUPICIA



KAKEGAWA
Thé noir ichibancha du Japon légèrement torréfié. **BEST-SELLER**



**KAMA-IRI CHA
HYUGA**
Thé vert japonais torréfié au chaudron.



ASSAM & MOKA
Mélange original de thé noir et poudre de café.



PÊCHE BLANCHE OOLONG
Thé oolong à la pêche blanche du japon. **BEST-SELLER**



PRUNE VERT
Thé vert japonais à la prune japonaise UME.



**CERISE
SAKURAMBO**
Thés vert ou noir parfumés à la cerise japonaise SAKURAMBO. **BEST-SELLER**



**AMANATSU
OOLONG**
Thé oolong à la mandarine japonaise AMANATSU



**POMME
DE TSUGARU**
Thé vert à la pomme du Japon TSUGARU.



TOCHIOTOME
Thé vert ou noir parfumé à la fraise japonaise TOCHIOTOME.



CHÂTAIGNE
Thé vert du japon à la châtaigne et poudre de matcha. **BEST-SELLER**



MOMIJIGARI
Thé noir à la pomme et abricot mélangé à des feuilles d'érables



VELOUTÉ D'AUTOMNE
Rooibos à la citrouille. **BEST-SELLER**

Seasonal teas

Teas offered according to the seasons, with typical Japanese flavors, original creations and packaging updated each year.

Discover some of our seasonal creations.



CERISIER

Thés inspirés des cerisiers en fleurs Sakura.



DAMASK ROSE

Thé à la rose de Damas (Bulgarie).



HATSUKOÏ & NATSUKOÏ

Thés à la citronnelle et au citron vert.

Printemps - Été



CHÂTAIGNE - VELOUTÉ D'AUTOMNE – MOMIJIGARI

Thés aux saveurs de la châtaigne, patate douce ou feuilles d'érable.



YUZU – KUMQUAT

Thés aux saveurs des agrumes asiatiques.



HIRAKI

Thés à la prune japonaise.

Automne



CHANT DE NOËL - JINGLE BELLS - NEIGE BLANCHE
ORANGE POMANDER

Thés de Noël gourmands à souhait.



TOCHIOTOME

Thés à la fraise japonaise tochiotome

Hiver

ONLY AT LUPICIA

Tailor-made gift sets

The LUPICIA tea house is the only house to offer all its customers the possibility of creating their own tailor-made gift box. Each customer can select the teas of their choice and each box can be personalized free of charge with a decorative visual.

Gift set of 1 to 4 boxes
More than 20 decorative
labels available
Online creation module

ONLY AT LUPICIA



Quelques-uns
des visuels disponibles

Some ambassadors

The LUPICIA tea house offers its teas to many high-end establishments in France and abroad. We have also developed a selection of teas for resale.

Gourmet restaurants
Hotels and palaces
Delicatessens



AKABEKO

Restaurant du chef
Yasuo Nanaumi



FUUMI

Restaurant du chef
Kunihisa Goto



VILLA SAINT ANGE

Hôtel 5 étoiles Aix-En-Provence



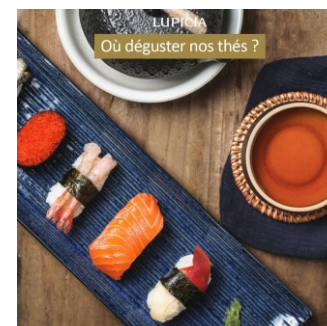
KOKUBAN

Restaurant japonais



TENZEN

Restaurant du chef
Kondo Kiro



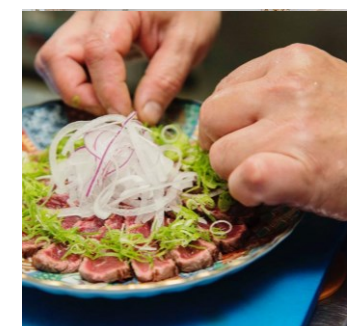
SANUKI

Restaurant japonais



L'HÔTEL

Hôtel 5 étoiles à Paris



ZEN

Restaurant des chefs
Kiyoshi Aiba et Mitsuru Yamada

THEY TRUST US

Et de nombreux autres...

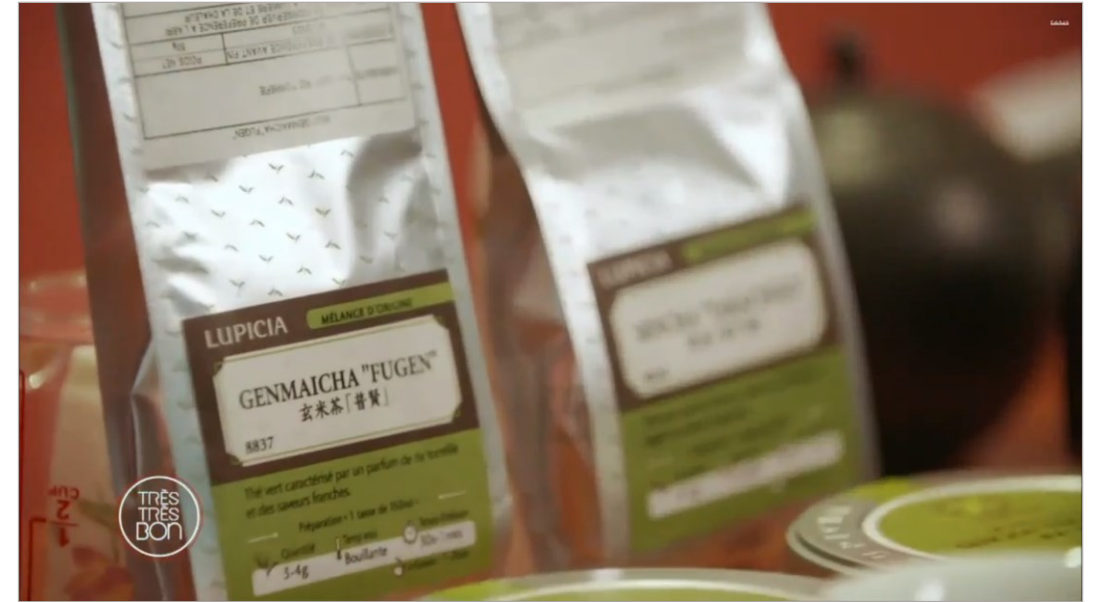
Recent releases

Mini report

Paris Première
broadcast

« TRÈS TRÈS BON »

On the theme of Japanese roasted tea HÔJICHA, the LUPICIA house was able to welcome the team of the show "Très très bon" for an introduction to roasting tea with the use of our tea pan.



Mini report

M6 Tv news

« LE19-45 »

On the theme of KORIDASHI, Japanese iced tea preparation. The LUPICIA house welcomed journalists from M6 for a presentation of this very fashionable technique in summer.



THEY TALK ABOUT US

Informations

Subsidiary director
Jean PLAYE

Communication Manager
Michaël BOURDEL

Mail : info@lupicia.fr
Telephone : 01 84 17 66 83

Flagship
40, rue Bonaparte 75006 Paris

Online shop
www.lupicia.fr
Facebook et Instagram
[@lupiciafr](https://www.instagram.com/lupiciafr)

