

会社案内



Company Brochure  
Hoshino-seichaen Co.,Ltd.



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Hoshino Gyokuro  
Hoshino Sencha  
Hoshino Matcha  
Hoshino Matcha Au lait  
Hoshino Houjicha Au lait  
Hoshino Green Tea  
Hoshino Tea Bag  
Hoshino Instant Tea  
Hoshino Koucha  
Hoshino Oolong Tea



Hoshino village, Yame  
The Home of Gyokuro



星が降り注ぐ村で育む

Cultivating in the Village under the Stars

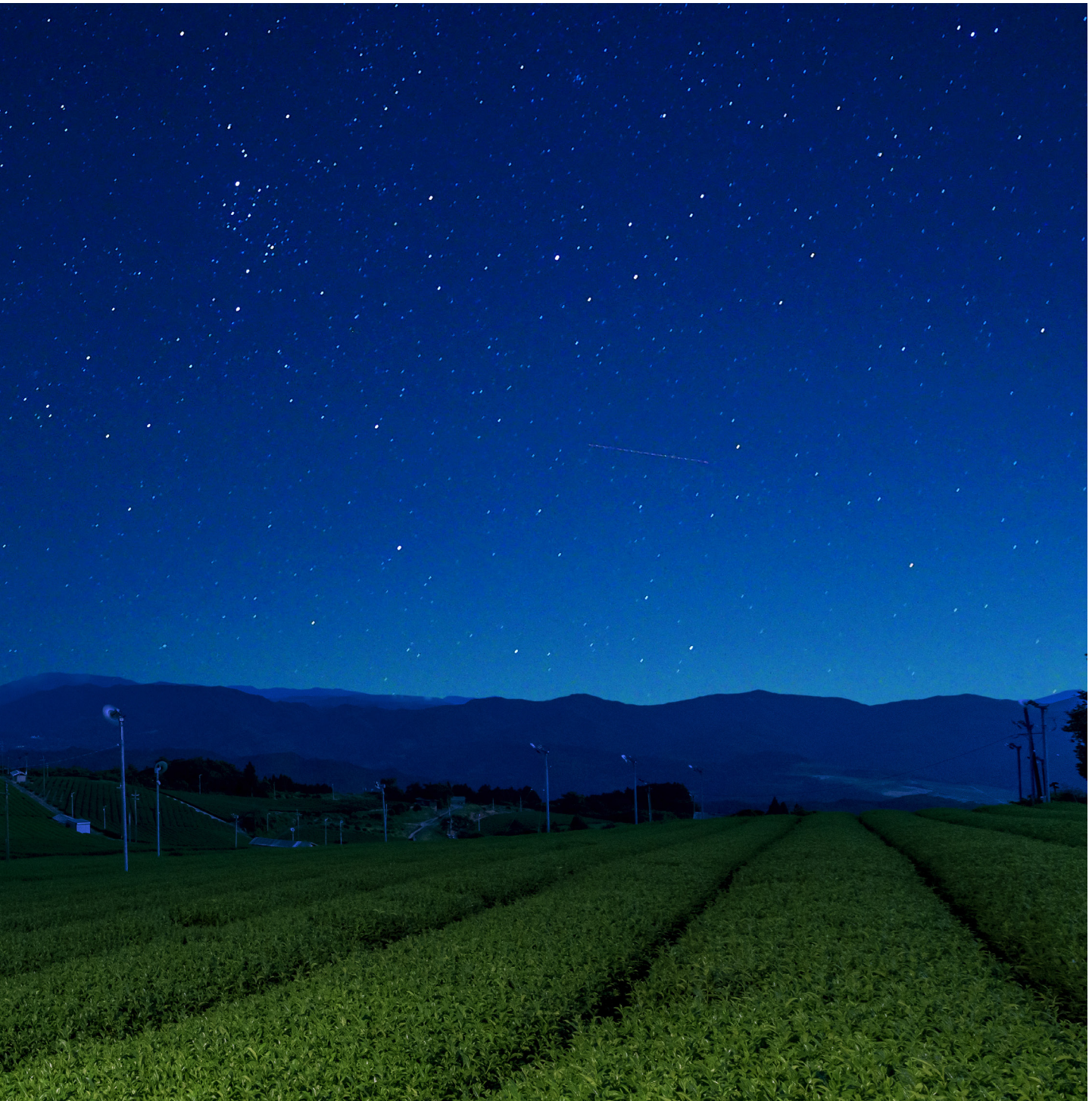
## Greetings

The Yame region of Fukuoka has long been known as a production area for quality tea, and Hoshino Village, located in Yame, is particularly famous for its highest grade of Gyokuro in Japan. In this misty mountain village of Yame, we manufacture and refine high-quality tea cordially, following the time-honored tradition. In recent years, the needs of consumers for tea have become more diversified, and more hygienic and safer products have been demanded.

In order to meet the demands of our customers, we refine our tea under thorough quality control and strive to deliver the same delicious tea all year round. We hope that through our tea, we will be able to keep in touch with as many customers as possible. Also, we hope "a cup of tea" will enrich people's minds and keep them healthy. We look forward to your continued support.

President & CEO : Toshiyuki Yamaguchi





## Management Policy

1. Provide a stable supply of useful products to our customers by making the best use of the characteristics of the production area
2. Pursue the essence and hand down genuine tea

In the mountain village of Yame, we produce high quality tea cordially, following the time-honored tradition. Japanese tea is a part of Japanese culture. We cherish this culture, and while pursuing essence of the tea, we will continue to strive to produce delicious tea that will benefit mental and physical health of our customers.



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A Drop of the Best





## Origin

The origin of our tea is the cultivation of tea that takes advantage of the blessed climate. We have a test tea garden and conduct various tests every year. We will continue to work together with our contracted farmers to produce more delicious tea.

## Challenge/Inquiry

The needs of our customers for tea are diversifying, and we are constantly working to develop tea and processed tea products that suit their lifestyles. In particular, we were one of the first in the Kyushu Island to start producing matcha in 1989. Today, we are also producing processed products and sweets using the high quality matcha. We will continue to explore the possibilities of tea.

## The Future

We will continue to hand down the real thing based on aesthetics even as the style of enjoying tea changes. As a link between Japanese culture and the creation of harmony and a rich life, Hoshino-seichaen will continue to be a part of people's lives.

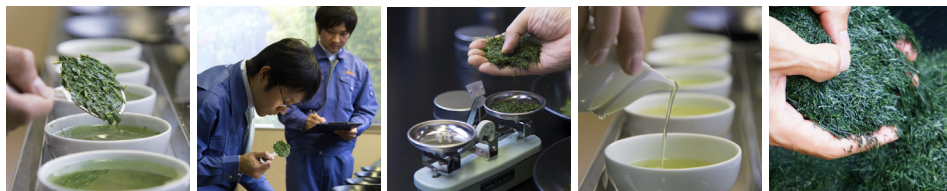
## Available Tea Varieties

Gyokuro/Sencha/Matcha/Kabusecha/Fukamushicha/Shiraore (stem tea)/Konacha (powdery tea)/Hojicha (roasted green tea)/Genmaicha/Black tea/Pouchong tea/Amacha (hydrangea tea)/Matcha and Hojicha au lait/Hoshino Green Tea (matcha with sugar)/Tea Bags/Instant Tea/Organic Tea

茶と語り茶を極める「茶師」

"Chashi(Tea Expert)" talks with tea and masters tea





## Tea Master

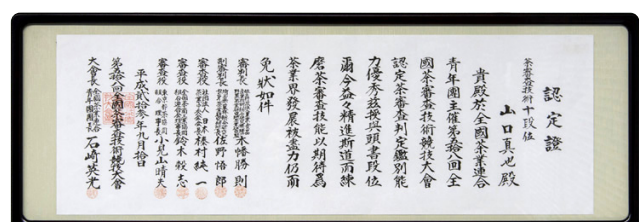
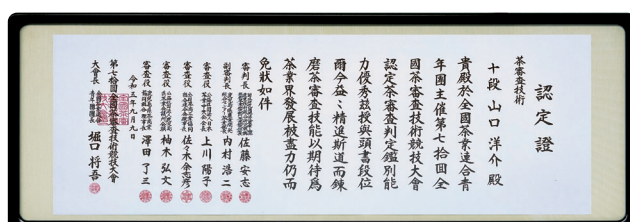
In the tea business, the skill of judging tea quality is a very valuable skill. We are constantly refining our skills and applying them to the production.

Every year, the National Tea Judgment Skills Competition is held, and young tea traders from all over the country compete in tea judgment skills.

From our company, Shinya Yamaguchi and Yosuke Yamaguchi, have participated in this competition and have achieved excellent results as shown below. The rank rises regarding to the score and the highest rank is 10-dan.

Shinya Yamaguchi: 10-dan  
Victory 3 times (perfect score once)  
Second place twice

Yosuke Yamaguchi: 10-dan  
Third place once



Certificate of 10-dan Tea Judging Skill



妥協を許さない製茶品質



Uncompromising quality of tea production





20 Japanese tea instructors  
24 Japanese tea advisors

(In 2023)



Japanese tea instructor certificate

We have many Japanese tea instructors and Japanese tea advisors certified by the Japan Tea Instructor Association. Our hope is that our customers will enjoy drinking our tea in a delicious and enjoyable way, using the brewing method that best suits each tea variety. We also organize tea brewing workshop and tea events to introduce the taste and appeal of tea. Our instructors and advisors also check the tea quality with professional eyes in each department within the company.

### What is a “Japanese Tea Instructor”?

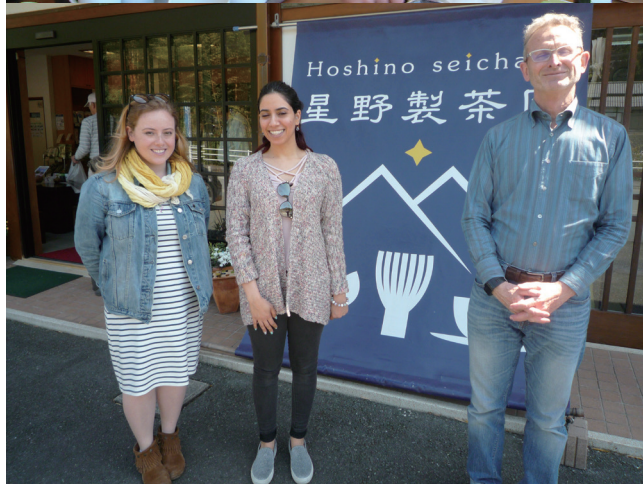
It is a qualification certified by the NPO Japan Tea Instructor Association. In order to obtain the certification, you must pass the first exam (written test) and the second exam (practical test).

A Japanese tea instructor is an intermediate level instructor whose degree of knowledge and skills across all aspects of Japanese tea qualify him/her to instruct consumers and beginning instructors. This certification allows you to teach tea brewing classes.

### Who is a “Japanese Tea Advisor”?

A beginner who has a high interest in Japanese tea and whose degree of knowledge and skills in tea in general qualify him/her to guide and advise consumers as an assistant to instructors.









## Global Business

We have established the overseas business department based on our more than 15 years of export experience to ensure smooth delivery of high quality Yame tea.

We are currently exporting to more than 19 countries in Europe, North America, Southeast Asia, South Korea, etc. We have established cultivation techniques for overseas in our own test tea gardens and share these techniques with contracted farmers to actively create products that meet the needs of overseas such as safety standards. (ISO 22000 and Organic JAS certified)

Amid the distribution of various green tea products overseas, we strongly hope to stably deliver "genuine and essential Yame tea" around the world.





## Test Tea Garden

The starting point of tea production is nothing other than the tea field. We have been conducting various cultivation tests in our own test tea gardens and those of our contracted farmers. We share the knowledge and techniques we have gained through these tests with our farmers to produce high quality tea that no one else could imitate. Our cultivation tests are always in progress, and we always strive to improve the quality of our tea.

## Farmer Training Program

Every year, in order to further improve the quality of our products, we hold a training institute with dozens of excellent contract farmers and invite lecturers to discuss new cultivation techniques and exchange information. We also share the results of tests in the test tea gardens and information among the farmers, aiming to create the most advanced tea gardens.







## ISO and JAS organic initiatives

### ISO 22000 Certification: Acquisition of ISO 22000 certification for food safety management system



Certification factory : Main factory (Matcha factory) , Second factory

We acquired ISO9001 certification in 2004, and have been striving to produce stable and high quality tea, but nowadays, people are demanding not only quality but also food and beverage safety. In addition to sencha and gyokuro teas, we also produce matcha green tea, matcha processed products, and powdered beverages. In order to deepen our knowledge and understanding of food safety and to provide our customers with safe and reliable tea, we acquired ISO 22000 (Food Safety Management) certification in February 2012.

In June 2008, the ISO 22000:2018 version was issued, and we are also working to comply with the new standard. All of our employees will continue to make every effort to produce high quality, safe and reliable tea.



Quality control room

### JAS organic certification (organic cultivation): What is JAS Organic Certification?



Under the revised JAS Law issued on April 1, 2001, agricultural products and processed agricultural products sold in Japan must be certified as "organic" or "organically grown" by the JAS Organic Certification Organization. Our company obtained JAS certification in 2002, and is organic as well. We are aiming to produce high quality tea that is unique.



Organic tea garden



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Professional Refining Technique



# Selection Process



## 1, 2. Unrefined tea (Aracha) delivery/Frozen storage (30 degrees below zero)

To keep the tea fresh, all the tea is packed with nitrogen and stored in the freezer at 30 degrees below zero.



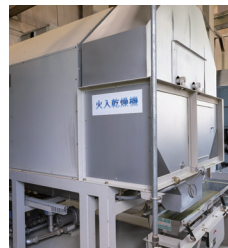
## 3. Aracha storage tank

Unrefined tea is carefully selected by tea masters and put into the tank.



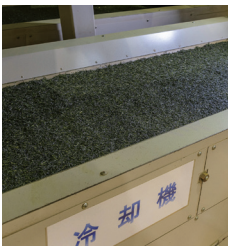
## 4. Refining

The unrefined tea is sorted into its honcha, stem tea, and powdery tea. honcha is re-sorted and refined by size.



## 5. Firing

Firing is an important process that determines the flavor of the tea. Our unique firing technology produces a unique aroma and deep flavor.



## 6. Cooling

The tea is immediately cooled so the flavor of the infusion stays intact.



## 7. Blending

The refined teas are then blended by size in the tea blender.



## 8. Tea-testing

Human sensory evaluation and mechanical scientific evaluation are conducted to ensure thorough quality control.



## 9. Packaging

The refined tea is immediately nitrogen-filled and packaged to maintain freshness.



Traditional Refining Room



Refrigeration Room



Freezer



Automatic packaging room



Packing Room



Shipping Terminal





馥郁たる香氣  
ハ女星野抹茶

Fragrant Aroma of Matcha



# Matcha Processing Process

The Hoshino River, which flows through Hoshino Village from the East to the West, is a fertile river basin with a lot of fog, and it has developed into a production area suitable for the cultivation of Gyokuro. Making use of this gyokuro production technique, the production of matcha green tea has been carried out since ancient times, however the production volume was small.

We have been researching and producing matcha for many years, hoping that many people would drink the "Yame Hoshino Matcha" grown in this blessed natural environment.

In 1989, we established a matcha factory (Tencha Factory) and started to produce matcha in earnest. In 2007, we established a two-line Tencha factory and have been striving to produce our own matcha with the "highest quality". Today, we have 95 stone mortars to grind high quality matcha. (The millstone factory is open for tours.)

Matcha is used at tea ceremonies all over the country, and has been given the name "Matcha" by the head of each school.



## 1. Cultivation

We cultivate high quality fresh leaves in our undercover tea garden, following the traditional method of cultivating Hon-gyokuro.



## 2. Picking tea

In our natural tea garden, we pick tea only once a year. This Hand plucking is called Shigokizumi, and only the new shoots are carefully picked by hand.



## 3. Steaming

The tea is steamed at 100 degrees Celsius for about 30 seconds. The degree of steaming is adjusted according to the fresh leaves.



## 4. Cooling

The tea is immediately cooled to remove the steamed dew and open the leaves.



## 5. Tea drying

Tencha is dried in the tencha dryer using far-infrared radiant heat. Drying without using hot air preserves the original flavor.



## 6. Sorting

Stems and leaves are thoroughly sorted.



## 7. Storage

Unrefined tea (Aracha) is packed with nitrogen and stored in a special refrigerator.



## 8. Tencha finishing

The unrefined tea is selected and refined at the refining factory. The leaf veins are removed, the tea is shaped into a size that can be ground with stone mills, and its moisture is adjusted by firing in low temperature.



## 9. Tea-testing

A thorough and strict quality check is carried out, with human sensory evaluation and mechanical scientific evaluation.



## 10. Stone grinding and packaging

The refined tencha is carefully ground in a thoroughly controlled stone mills according to orders, and then immediately packaged.

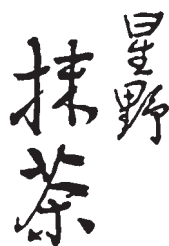




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Yame & Hoshino Matcha





## Hoshino Matcha

### Hoshinoen named matcha

- Hojyu
- Seijyu
- Seiho
- Ike no shiro
- Hoshi no tsuyu
- Yame no tsuyu
- Yame no hana
- Hoshi no hakuju

### Omotesenke Yuyusai sosho endorsed matcha

- Seiko no mukashi
- Yahime no shiro

### Omotesenke Jimyosai sosho endorsed matcha

- Myoho no mukashi
- Seiso no shiro

### Urasenke Zabosai oiemoto endorsed matcha

- Ennen no mukashi
- Mai no shiro

### Urasenke Hounsai ondaisosho endorsed matcha

- Seiyu no mukashi
- Yame no shiro

### Mushakojisenke Sensôku wakasosho endorsed matcha

- Enishi no mukashi
- Akatsuki no shiro

### Edosenke Myoshinan endorsed matcha

- Hoshi no oku
- Hoshi no mukashi

### Omotesenke Fuhakuryu iemoto Sojunsosho endorsed matcha

- Koho no mukashi
- Fuhaku no shiro

### Sohenryu Yuyusaisosho endorsed matcha

- Mori no mukashi
- Mori no shiro

### Ensyusadosoke Fudenansobi iemoto endorsed matcha

- Tenga no mukashi
- Seisho no shiro

### Chinshinryu 13th soke endorsed matcha

- Hoshi no hatsutaka
- Ichinoshiro mukashi

### Shofuku temple Hakuhoroshi endorsed matcha

- Shofuku no mukashi
- Sengai no shiro





HOSHINO MATCHA CHOCOLATE



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The Pursuit of Essence



## New Product Development



Hoshino Matcha Au lait



Matcha Raw Chocolate



"Hokutoshichisei"  
Hoshino Matcha Chocolate



Hoshino Green Tea (Matcha with sugar)



Image provided by Connect Coffee



Hoshino Hojicha Au lait

We always work on developing new products. We aim to create quality products that are essentially genuine, even if they are processed green tea products. Such as various kinds of tea bags, "Hoshino Omoi", a high quality instant tea made from 100% Yame Ichiban-cha (first crop of tea), "Hoshino Green Tea" and "Hoshino Matcha Au lait", both of which use a lot of stone-ground matcha, and "Hoshino Hojicha Au lait", which uses hojicha powder. In addition, we were one of the first companies to start manufacturing black tea, semi-fermented tea (oolong tea), and Amacha (hydrangea tea), and have been researching and commercializing a wide variety of tea varieties.

In recent years, we have also set up our own chocolate factory to develop more delicious tea sweets, and we are making efforts to provide useful information to our customers in our business.

We will continue to pursue the possibilities of Japanese tea as well as pass on Japanese tea, which is a part of Japanese culture, in a correct way, even if the form of tea changes.





HOSHINO-SEICHAEN CO.,LTD.



## About Us

- Company name : Hoshino-seichaen Co., Ltd.
- Address : 8136-1, Hoshino village, Yame city, Fukuoka prefecture
- President & CEO : Toshiyuki Yamaguchi
- Senior Managing Director & COO : Shinya Yamaguchi
- Managing Director : Tadaki Yamashina
- Capital : 30 million yen
- Business Details : Manufacture and sale of green tea (gyokuro, sencha, matcha) and processed green tea products (instanttea, tea bags, au lait)
- Number of employees : 43
- Factories
  - Main Factory : 8136-1, Hoshino village, Yame city, Fukuoka prefecture
  - Matcha Factory : 8136-1, Hoshino village, Yame city, Fukuoka prefecture
  - Tencha Factory : 5459-1, Hoshino village, Yame city, Fukuoka prefecture
  - Second Factory : 5477-1, Hoshino village, Yame city, Fukuoka prefecture
- TEL : 0943-52-3151
- FAX : 0943-52-3155
- URL : <https://hoshitea.com/>
- Mail : [info@hoshitea.com](mailto:info@hoshitea.com)

## History

- 1946 Foundation
- 1947 Started tea cultivation and production
- 1951 Started tea refining and wholesale
- 1968 Established the refining factory and refrigerator
- 1973 Started production and sales of vacuum canned tea
- 1978 The new factory was established and moved to the present location
- 1981 Won the first prize in the gyokuro category of the 35th National Tea Fair
- 1982 Became Hoshino Seichaen Co., Ltd.
- 1983 Won the first prize in the gyokuro category of the 37th National Tea Fair.
- 1987 Edosenke Myoshinan endorsed "Hoshi no mukashi"
- 1989 Established tencha factory and Matcha factory and started full-scale production of Matcha with 50 stone mills
- 1992 Started production of black tea
- 1993 Urasenke Hounsai iemoto endorsed "Yame no shiro" and "Seiyu no mukashi"
- 1998 Developed and started to sell high quality instant tea
- 1999 Established the cutting-edge refining factory and refrigeration room
- 2000 Chinshinryu 13th soke endorsed "Ichinoshiro mukashi" and "Hoshi no hatsutaka"
- 2001 Edosenke Myoshinan sosho endorsed "Hoshi no oku"
  - Enshusado soke Fudenansobi iemoto endorsed "Tenga no mukashi" and "Seisho no shiro"
- 2002 Obtained ISO 9001 certification and JAS Organic certification
- 2003 Omotesenke Jimyosai endorsed "Myoho no mukashi" and "Seiso no shiro"
- 2004 Sohenryu Yuyusai sosho endorsed "Mori no mukashi" and "Mori no shiro"
- 2006 Urasenke Zabosai iemoto endorsed "Ennen no mukashi" and "Mai no shiro"
  - Shofuku temple Hakuhoroshi endorsed "Shofuku no mukashi" and "Sengai no shiro"
- 2007 Established the two-line tencha factory (unrefined Matcha factory)
  - Started production of Amacha (hydrangea tea)





Main factory



Store exterior



Second factory



Store interior



Matcha factory



Tencha factory

- 2008 Omotesenke Fuhakuryu iemoto Sojunsosho, "Koho no mukashi" and "Fuhaku no shiro"
- Ogasawararyu sado Taikoryu 14th soke endorsed our matcha
- Developed and started to sell "Hoshino Matcha Au lait"
- Started production of oolong tea by introducing the machine from Taiwan
- 2009 Expanded the Matcha factory and set up 50 new stone mills
- 2010 Our matcha was endorsed as "Yosai" in commemoration of the 800th anniversary of Yosai zen master's death
- 2011 Shinya Yamaguchi won the first prize for the third time at the National Tea Judgment Skills Competition and obtained the highest rank of tea judgement skill
- 2012 Obtained ISO 22000 certification for food safety management system
- Mushakojisenke Sensōku wakasosho endorsed our matcha
- 2014 We were awarded the "2015 Fukuoka Brand.com Grand Prize"
- "Hoshino Matcha" was certified as "The Wonder 500 - Exellent Local Products Japan Should Be Proud Of -"
- 2015 Introduced the measuring equipment for particle size distribution and color difference meter to enhance quality control for matcha
- 2016 Set up the chocolate factory and started production of Matcha chocolates
- Established tencha refining factory and refrigeration room
- "Yame Traditional Hon Gyokuro (Mare)" won the Japanese Tea Grand Prize (Prize of the Minister of Agriculture, Forestry and Fisheries) at the Japanese Tea Awards 2016
- 2018 Omotesenke Yuyusai sosho endorsed "Seiko no mukashi" and "Yahime no shiro"
- 2020 "Hoshino Matcha Stick" won the gold prize at the World Green Tea Contest 2020
- 2023 We have opened a new store (with a new chocolate workshop attached)
- Yamaguchi Yosuke obtained the highest rank of tea judgement skill
- The brothers both obtained the highest rank of tea judgement skill





Hoshino-seichaen Co.,Ltd.

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