

HOJICHA

OUR HOJICHA POWDER IS A TRADITIONAL ROASTED GREEN TEA THAT DELIVERS NATURAL SWEETNESS WITH A DISTINCTIVE TOASTED AROMA. PERFECT FOR BARISTA-MADE LATTES AND SIGNATURE SERVES.

Hojicha Powder is a refined roasted green tea with gentle maltiness, natural sweetness, and warm, toasted notes. Traditionally crafted through steaming, rolling, and roasting, it offers caramelised flavour and smooth earthy depth distinct from matcha. Its rich powder creates comforting drinks - a calming option for those preferring something softer. With lower caffeine than coffee, it's perfect for a mellow afternoon.

CONTENT	100% HOJICHA
POUCH	100G e

TASTING NOTES

Deep roasted character with rich malty warmth and subtle cocoa undertones that add complexity without bitterness.

Deep roasted warmth layered with rich malty notes and subtle cocoa undertones. This toasted character brings both comfort and complexity, allowing the roasted depth to feel grounded yet refined. No harshness or astringency.

Gentle mineral lift balances the toasted sweetness, creating a smooth, earthy profile that's comforting and approachable.

Long, mellow finish with lingering caramelised notes that soothe and satisfy,



FLAVOUR INTENSITY



SWEETNESS



MALTINESS



COCOA NOTES



ROASTED NOTES



MINERAL



HOW TO MAKE (12oz/355ml)



1. Take 1 mini scoop (approx. 1.5g) Zuma Hojicha Powder.
2. Sift through a sieve to remove clumps
3. Add 30ml warm or cold water and whisk vigorously in a 'W' or 'M' motion.
4. Whisk until thick and creamy foam with bubbles forms
5. Top with warm water (60-70°C) or steamed milk. Adjust to taste.

- Dark Roasted
- Free from artificial colours, flavours and preservatives
- Registered with The Vegan Society



RECIPE INSPIRATION

Iced Hojicha:

Just add a bit of water to a scoop of hojicha and whisk, then pour over your milk of choice and ice. No sweetener required, but brown sugar is a lovely addition when you want extra depth.

Strawberry Layered Hojicha:

Start with muddled strawberries (purée or syrup works too - whatever you fancy), ice and milk. Then make your hojicha (add scoop to water and whisk), then pour over.

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INGREDIENTS

Roasted Green Tea Powder (100%).

STORAGE

Contents may settle during transport. Store in a cool dry place. Reseal pack after use. For best results use within six weeks of opening.

NUTRITION

	Per 100g as sold
Energy	1259 kJ / 301 kcal
Fat	4.2 g
of which saturates	0.5 g
Carbohydrate	22.5 g
of which sugars	4.0 g
Fibre	32.5 g
Protein	27 g
Salt	0.025 g

SERVING SIZE 1.5G - 100G POUCH

Approx 66 servings per pack.

ABOUT ZUMA DRINKS

At Zuma, we've been crafting coffee shop staples for over 20 years - trusted by baristas and loved by customers. Our collection is made for the makers - cafés, coffee shops, and hospitality professionals who need drinks that not only look the part but deliver every time.

No gimmicks, just proper ingredients that do their job and taste brilliant.

Every Zuma product is easy to use and works masterfully with dairy or plant milks.

Just ingredients you'll be proud to serve and your customers will love.

OUR OTHER COLLECTIONS

We keep it simple. Our products do the work; the tastes do the talking. From our silky-smooth sauces, gorgeous green matchas to our famous chocolate blends, there's something for every sipper.