Revitalizing Declining Tea Industries Konan Boys' High School



decrease

decreasing

"Rapidly"

Japan



The Rise of Drink Makers

Young people are moving away from teapots

Decrease in leaves of tea

Overseas

- 1 Health-oriented
- 2 Matcha boom

Increase in Japanese tea exports

But many still don't know about Japanese tea.

(2)Solutions

Creating "Third Places" → A comfortable third place away from home and work(ex. Cafe, Club)

We surveyed 372 people in Canada about Japanese tea

Frequency

Canada Ice tea Chai

86% of people drink tea

Which tea is drunk in

2nd: Green tea



No opportunities to drink

The Crisis of Tea Culture

If Japanese tea disappeared...

- 1. Decrease in Employment
- 2. Loss of Traditions
- 3. Negative health effects (= No alternative drink to water)

(3) Souvenir can be ad





Raise awareness of tea with "Third places"



Increase the number of people who DUTY FREE buy the tea at duty-free shops.



Spread Awareness All Over The World!



Interview to Itami airport



Interview to Kuromon market

Interview to Itoen

Increasing demand for tea leaves

Spreading Japanese tea in other countries

Bring back to their home countries as souvenirs

Let people from abroad know and like it.

Current Status

Sencha is sold in first-class only.

Awareness of the tea is not spreading.

Third place (in -flight)

Recognized people about attractive local

71% of people have never drunk Japanese tea.

AND

84% of them would like to try Japanese tea.

Third place In flight & Airport ~Providing Tea~

Advantages

- 1. Can provide a place for both people from abroad and the Japanese to drink Japanese tea.
- 2. Can make people recognize the the attraction of "Kyusu tea".
- 3. Can increase awareness of local
- 4. Can promote Japanese tea as a

Proposal -Q

Free tasting of local teas at all in-flight seats. However, the type of tea will vary based on the seating categories.

How to make the system?

Getting repeat customers

Selling in airplane







