BUILD YOUR MATCHA MENU

A CAFÉ SPEC GUIDE · JEEVES & JERICHO · INDEPENDENT BRITISH TEA COMPANY SINCE 2010

TWO GRADES, TWO JOBS

	CEREMONIAL	LATTE BLEND
Use it for	Usucha/koicha served straight, iced matcha tonic, dusting & colour-forward drinks	Matcha lattes, frappés, bakes — where milk leads
Profile	Vivid green, smooth umami, no bitterness	Bold, roasty-sweet, stands up to milk
Serve	70–80°C water, never boiling	Hot steamed or over ice

BAR SPECS

Classic Matcha Latte
8.25g latte blend + 30ml water at ~80°C, whisk to a fine froth, top with 200ml steamed milk. Hot or iced from the same pouch.

Iced Matcha Tonic
2g ceremonial + 30ml water at 80°C, whisk smooth, pour over ice, top with 150ml premium tonic. Garnish: dehydrated orange or mint.

Strawberry Matcha
Muddled fresh strawberries in the cup, ice, milk, then a float of whisked ceremonial matcha on top. Instagram sells it for you.

SERVE IT RIGHT

- Sift before whisking — clumps are the #1 complaint.
- Store airtight, cool and dark; use within ~8 weeks of opening.
- Batch the whisked base for 2–3 serves at a time during rush — top and go.
- Never boiling water: it scalds the leaf and turns it bitter.

THE TILL MATHS

DRINK	MENU PRICE (TYP.)	MATCHA COST
Matcha latte	£3.80–£4.80	A few tens of pence
Iced matcha tonic	£4.20–£5.00	Pennies more than a latte
Strawberry matcha	£4.80–£5.50	Premium price, same powder

Prices vary by venue and region; your exact per-cup cost comes with your sample quote — ask for it.

WHY JEEVES & JERICHO

- Blended and hand-packed in Britain since 2010.
- Great Taste award-winning blending house (2019, Spiced Bombay Chai).
- Bespoke blends made for 10 Downing Street and Blenheim Palace.
- No artificial flavourings, colourings or additives.

Ready to taste it? Request a free trade sample at **our trade page** — or email hello@jeevesandjericho.com