

社名

松下製茶場

抹茶の原料“碾茶”の価値と製造を学ぶ

松下製茶場は、明治創業、100年以上にわたり茶畑の管理から製造・販売までを一貫して行う日本茶農園です。特に、通常は抹茶に加工されて流通することが多く、そのまま味わう機会の少ない希少なお茶「碾茶」の栽培・製造・販売に取り組んでいる点が特徴です。本プログラムでは、茶畑や製造工程を見学し碾茶づくりの現場を視察します。築100年以上の古民家では、碾茶づくりを始めた五代目の思いや茶業経営の取り組みについて学びながら、碾茶の特徴や価値への理解を深め、その味わいを体験します。碾茶についてここまで体系的に学び、味わうことができる機会は貴重です。

所在地	静岡県磐田市	受入人数	4~15人
実施曜日	日~火曜日	駐車場	中型バス、自家用車
受入時間	9:30~、13:30~	言語	日本語
所要時間	2.5時間	予約期限	2週間前



Company name

Matsushita Tea Farm

Tencha: Discover the Uniqueness of the Tea Leaf that Gives Us Matcha

Matsushita Tea Farm is a Japanese tea farm that was established during the Meiji era and that has over 100 years of experience with the entire tea process, from tending plants in the tea fields to processing the leaves to packaging and selling the final product. What sets this tea farm apart from others is its focus on cultivating, processing, and selling *tencha*, a type of tea that is usually processed into matcha and rarely enjoyed in its raw form. This program includes a tour of the tea fields and processing facilities, allowing participants to observe the *tencha* production process firsthand. In a traditional Japanese house over 100 years old, participants will learn about the fifth-generation owner's vision for *tencha* production and their approach to tea business management while getting to enjoy the taste of *tencha*, deepening participants' understanding of the characteristics and value of this tea. Don't miss this rare opportunity to learn about and taste the quiet hero behind matcha – *tencha*!

Address	Iwata, Shizuoka	Capacity	4 - 15 people
Open	Sun to Tue	Parking	Medium-sized bus, Car
	9:30am~, 1:30pm~	Language	Japanese
Duration	2.5 hours	Reservation Deadline	14 days in advance

HP

<https://www.ocha-kanematsu.jp/>