

Growing Tea in Australia

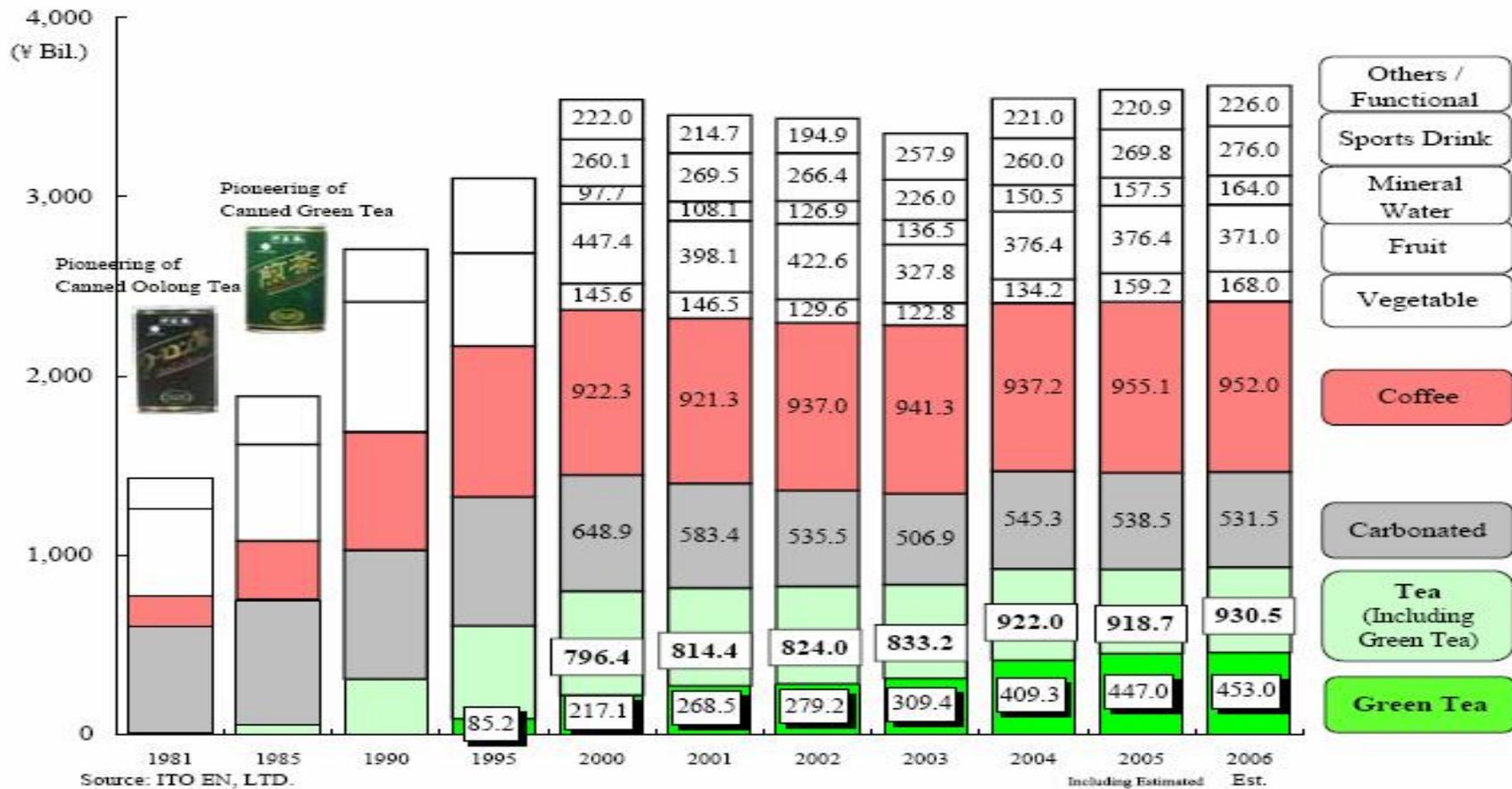
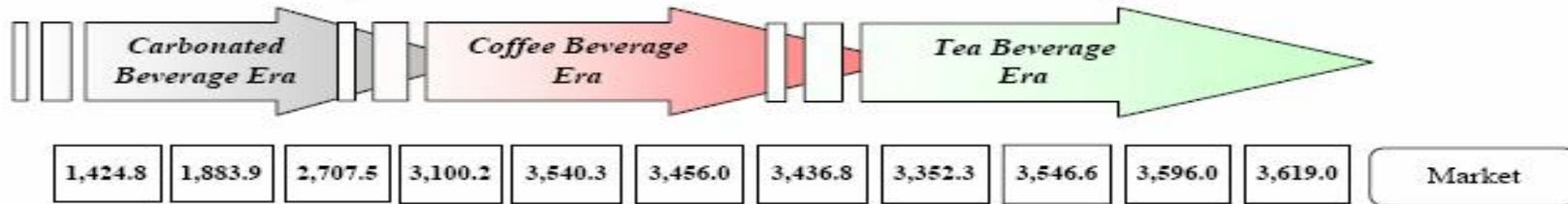
Presented by:

Frances Salenga

Ito En Australia Pty Limited



Market Trend (Sales Basis)



Ready-to-Drink Beverage Ratio

Source: ITO EN, LTD

	2002	2003	2004	2005	2006 Est.
Green Tea	13.2%	14.8%	18.7%	20.5%	21.0%
Oolong Tea	56.8%	57.2%	54.9%	53.3%	
Black Tea	31.4%	32.4%	34.6%	33.3%	
Coffee	29.4%	30.2%	29.8%	29.9%	

Health Benefits of Green Tea

●Ingredients and Effects of Green Tea

Catechins (bitter-tasting ingredient of green tea)

Anti-tumorigenesis, antioxidant effect: reduction of oxidation, inhibition of hyper tension, anti-hyper cholestolemia, hypoglycaemic effect, antimicrobial activity, prevention of halitosis, radical scavenging effect

Caffeine

Promotion of wakefulness, eases fatigue, diuretic effect

Theanine (taste component of green tea)

Antagonistic effect against convulsive, action of caffeine, improvement of brain function

Vitamin C

Antioxidant effect: reduction of stress, prevention of flu

Vitamin B₁

Recovery from fatigue

Vitamin B₂

Prevention of chapped skin

Vitamin E

Antioxidant effect: regulation of aging, radical scavenging effect

Carotene

Anti-carcinogenicity

Y-Amino Butyric Acid

Inhibition of hyper tension

Flavonoids

Strength of blood vessel, prevention of halitosis

Flourine

Prevention of cavities

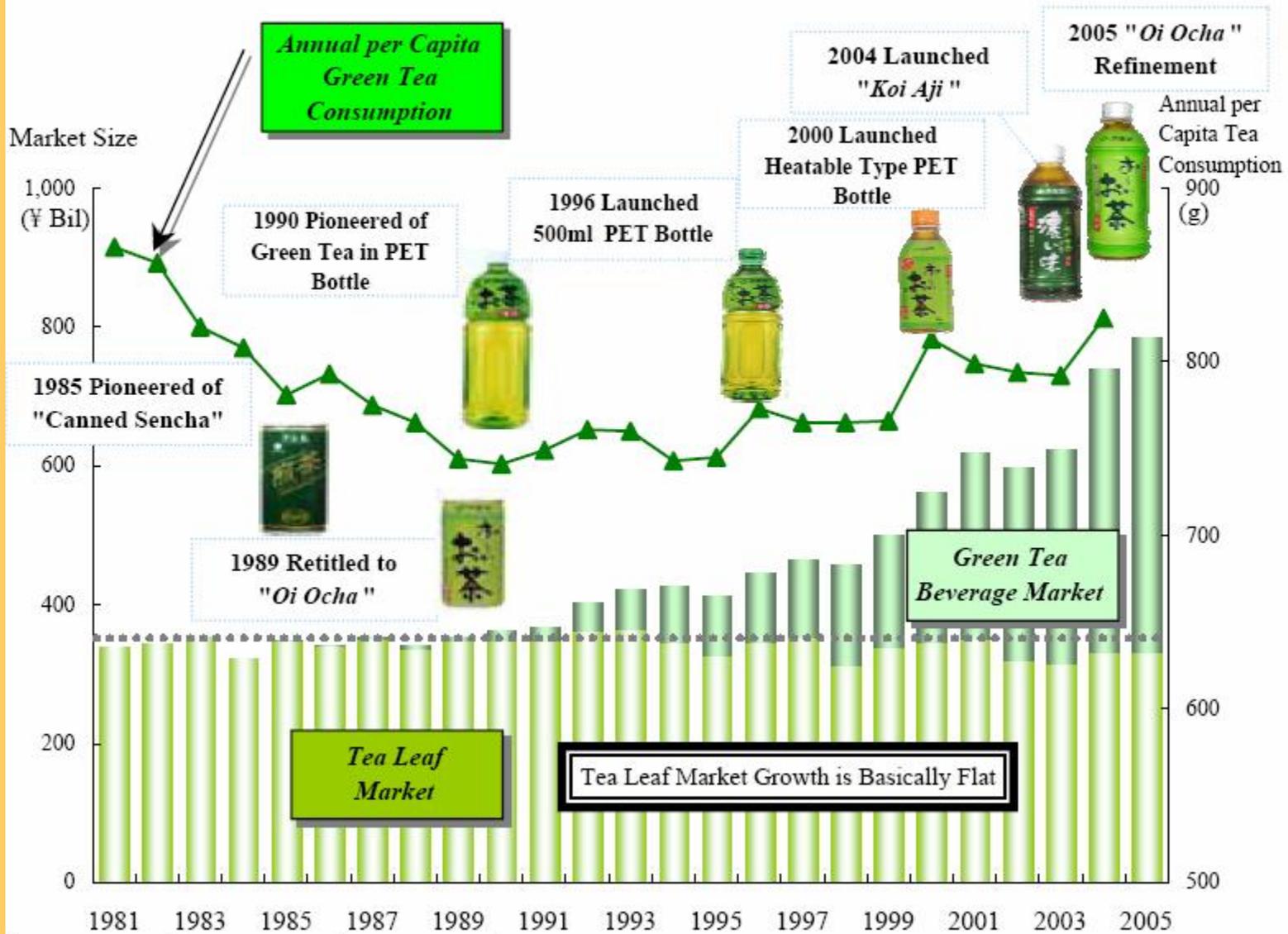
Research & Development at Ito En



Research into main properties of green tea

Evolving "Oi Ocha"

Creation of Non-Sugar Beverage Market • Adapting Marketing to Changing Social Needs



Source: The Ministry of Agriculture, Forestry and Fisheries, Ministry of Finance, ITO EN, LTD.,

Green Tea Vending Machine



Route Sales System



Ito En Hybrid Truck

【Name】 ITO EN, LTD

【Date of Establishment】 August 22,1966

【Paid in Capital】 ¥ 12,655 Mil.

【Number of Shares Issued and Outstanding】
91,212,380

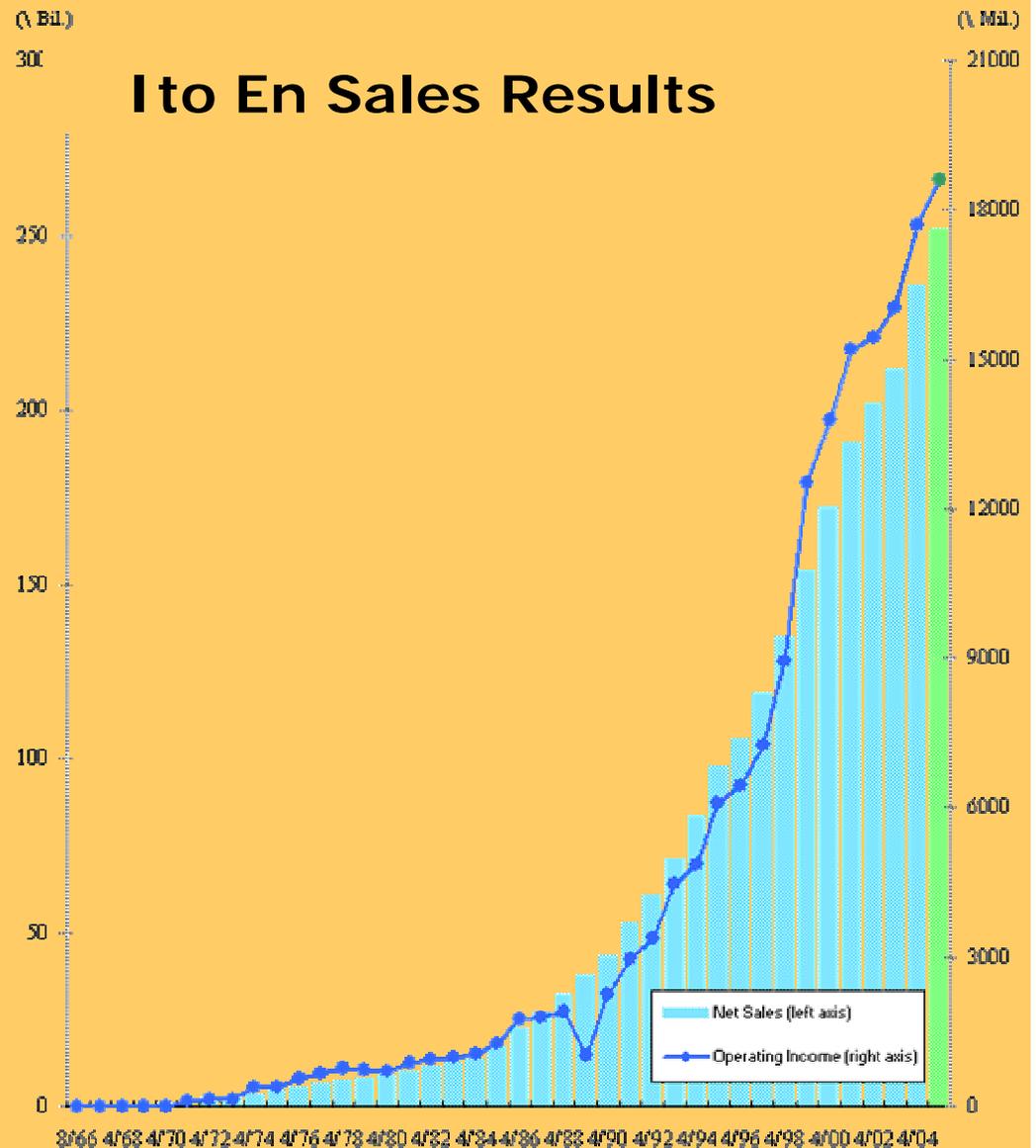
【Number of Employees】 5,054

【Number of Sales Offices】
201 (Domestic: 199, Overseas: 2)

【Number of Manufacturing Plants】
11 (Domestic: 7, Overseas: 4)

【Institute】 The Central Research Institute

- As of April 30, 2006 -

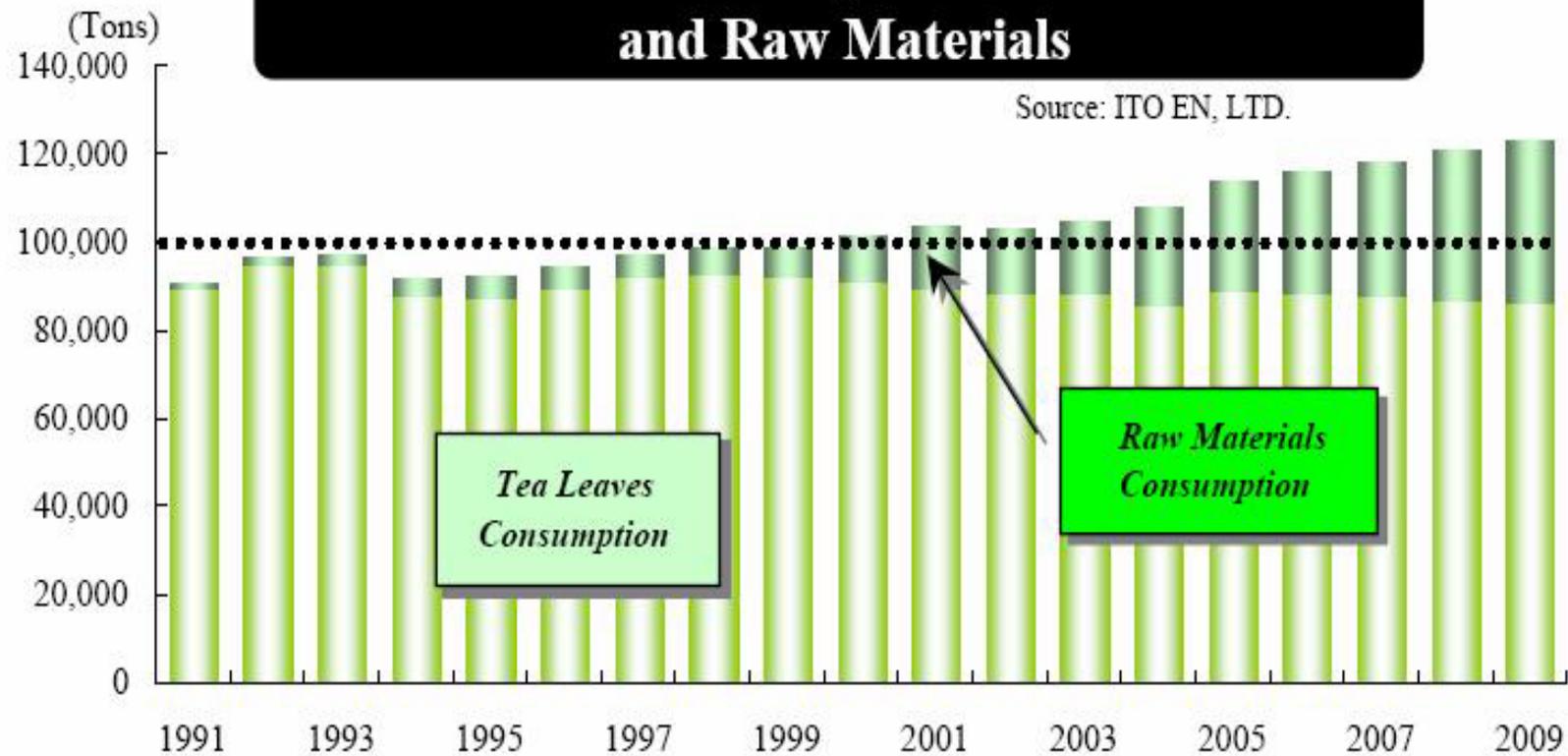




Natural·Healthy·Safe·Well-Designed·Delicious



Forecasted Consumption of Tea Leaves and Raw Materials



**2010 - 2014 Secure Half of Necessary ITO EN
Raw Materials for Green Tea Beverages**

World Outlook

- Consumption is increasing
- Health benefits
- China is the largest producer
- Japan has limits to production

Ito En Australia

- As of 11th September 2006 -

Date of Establishment	9th September 1994
Paid in Capital	A\$ 17 Mil.
Number of Employees	18 (including 4 Japanese)
Site Address (Head Office / Factory)	42 Buckler Road North Wangaratta 3678 VIC
Number of Growers Planted Tea Field	11 contracted growers 72 hectares
Annual Product (plan)	66 tons (Season 2006/2007)
Harvest Season	
1 st harvest	October to November
2 nd harvest	December to January
3 rd harvest	February to March



Ito En Australia

- History of 12 Years -

- 1994** **Established company office in Melbourne**
First trial – transport of seedlings from Japan
- 1994-1995** **Arrangement of the transport of seedlings with AQIS**
- 1995** **First propagation at AQIS (and 1 year quarantine)**
- 1996** **First planting at trial site in Rubicon Valley**
- 1997** **Transplant to current nursery place in Thornton**
Started Propagation Trial at nursery
- 1997-2000** **Ongoing propagation to grow the adequate amount of**
required seedlings
Open seminar for the recruitment of growers
- 2000** **Opened branch office in Mt Beauty**
Made contract with 11 major growers
- 2001** **First planting to the contracted growers sites**



Ito En Australia

- History of 12 Years cont. -

- | | | |
|------|-----|---|
| 2001 | | Kept expanding planting area and nursing of plantation |
| 2003 | | Factory construction started (site survey)
Planted 68ha - Alexandra, Kiewa Valley and Porepunkah |
| 2004 | OCT | Opened Factory and Head Office at North Wangaratta
(Started to process crude tea) |
| | NOV | First shipment of crude tea to Japan |
| | DEC | Started promotion sales in Japan "Shin-cha in DEC" |
| 2006 | JAN | Started sales in NY "Kangaroo-tea" |

a mound was tomato water and a rumine gelée, and duck breast in a seal, crust in pickled eggs. (Lapas are served at the stand at tables in the 70-seat dining room.) **EAST 23RD STREET, (212) 213-2328.**

MSD Lure (Lubbe, 142 Maroon Street, near St. 104), was damaged in a fire on Friday but will be rebuilt, said John De-10-10, an owner.

Charlie Palmer has sold part of his inter-10-10 Kitchen 82, his Upper West Side res-10-10, to Joe O'Brien, who plans to turn it 10-10 a burger and beer cafe.

OPENED After renovations, Xing re-10-10 on Monday with a new look and a 10-10 chef, L. L. Kim, formerly at Kirilich in SoHo.

The new menu, more 10-10 than Chinese, 10-10 dishes like black truffle and galangal-crusted 10-10, wok-fired 10-10 and mas-10-10 salmon sash-10-10: **785 NINTH AVENUE (62ND STREET), (646) 288-3010.**



PS ON THE MOVE Tom Valenti has sev-10-10 ties to 'Cece on the Upper West-10-10 but will take some of his signature dis-10-10 like trout steaks, red wine and ravioli 10-10 shrimps, to his kitchen at the nearby 10-10, which he is buying.

David Péau, who opened Cece Rouge in 10-10 last fall, has left. He is teaching 10-10 in France. Mike Würster has taken 10-10.

Michael Anthony, who was a co-chef, with Barber, at Blue Hill in the West Village 10-10 executive chef at Blue Hill at Stone 10-10 in Tarrytown, N.Y., has left both 10-10 to open a restaurant.

IN THIS SPOT (whose name is pronounced 10-10) offers trendy American fare near 10-10 Circle. Its owners, Ryan Koshover 10-10 Connolly, own Boney down the 10-10: **885 NINTH AVENUE (8TH STREET), (212) 213-0088.**

QNTI This Brooklyn branch of a place in 10-10, Queens, is larger than the original 10-10 specialties in small plates: **78-02 FIFTH AVE, BAY RIDGE, (718) 833-7032.**

AMERICAN CHEF Walter Scheib, the chef 10-10 White House from 1994 to 2005, has 10-10 a seasonal catering company based 10-10 Falls, Va. He will also give cooking 10-10: **(888) 755-0088-10-10AMERICANCHEF.COM.**



Why Serve Frozen Dessert To a Frozen Customer?

David Herman, a music therapist, opened a Tasty D-Lite frozen dessert shop in the Chelsea section of Manhattan a year and a half ago with Jud Parker, for whom Mr. Herman was a mentor in a Big Brother program. Last fall they decided it needed more winter appeal, so a few weeks ago half the store was turned into the Cocoa Bar, with cocoa and hot chocolate drinks prepared on premises, to take out or to sip while ensconced in vintage French chairs.

The store, which is run by Mr. Parker, also sells cocoa powder and high-quality chocolates from Michael Chlozel, Mar's Bellois and Krisschilich. Come summer, frozen cocoa drinks will be offered: **630 Ninth Avenue (4th Street), (212) 263-4677.**

more than two dozen kinds of frozen crepes, with sweet and savory fillings. His newest, and one of the best, is stuffed with slices of roast duck, cucumber and scallions, with a drizzle of soybean sauce (\$8). Other combinations include mushrooms, tolu and Japanese soybean paste, peas and potato; and sarutins with spiced carrots. Sweet crepes (\$5-\$9), which he says are made to order, are long on butter, soft on peanut cream and Nutella: **(212) 368-2388.**

The big festivities leading up to Chinese New Year on Sunday, Mr. Ho will make crepes at the Lunar New Year Flower Market in Columbus Park on Mulberry Street (West Street), which will be open on Friday from noon to 10 p.m. and Saturday from 10 a.m. to 10 p.m.



Please a Kangaroo: Drink Green Tea

A lack of arable land in Japan led the country's largest tea company, Ito En, farther afield. So it began cultivating in the state of Victoria, Australia, 389 from the new plantation is now available at the store at 222 Madison Avenue (69th Street). It is a "first flush" green tea, meaning that it's the first picking from the mature plants. The tea, called Australian Winter Sun-Cha, is highly perfumed, silky and extremely delicate. It will be sold until the end of the month in three-ounce boxes for \$30: **(212) 968-7111.**



Tea Cakes/The New York Times

IN THE

Q. Why is grapefruit juice so expensive?
A. Florida is the largest grapefruit juice producer, and the crop is down because of disease and drought. In 2004 and 2005, the fruit is harvested in Florida, but the harvest fell to 1 million boxes. The current harvest is 1.5 million boxes.

Andrew Meade, manager for the I-1, said that if the weather next year is good, the current level, 34

Thornton Nursery



Nursery



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Sowing of Green Tea



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One Year Old Tea Plants



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Two Year Old Tea Plants



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Irrigation of Green Tea Plants



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Fertilising



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Ready to Harvest



Harvesting Tea



Skiffed Tea Field



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Rejuvenation Pruning



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New Growth of Tea

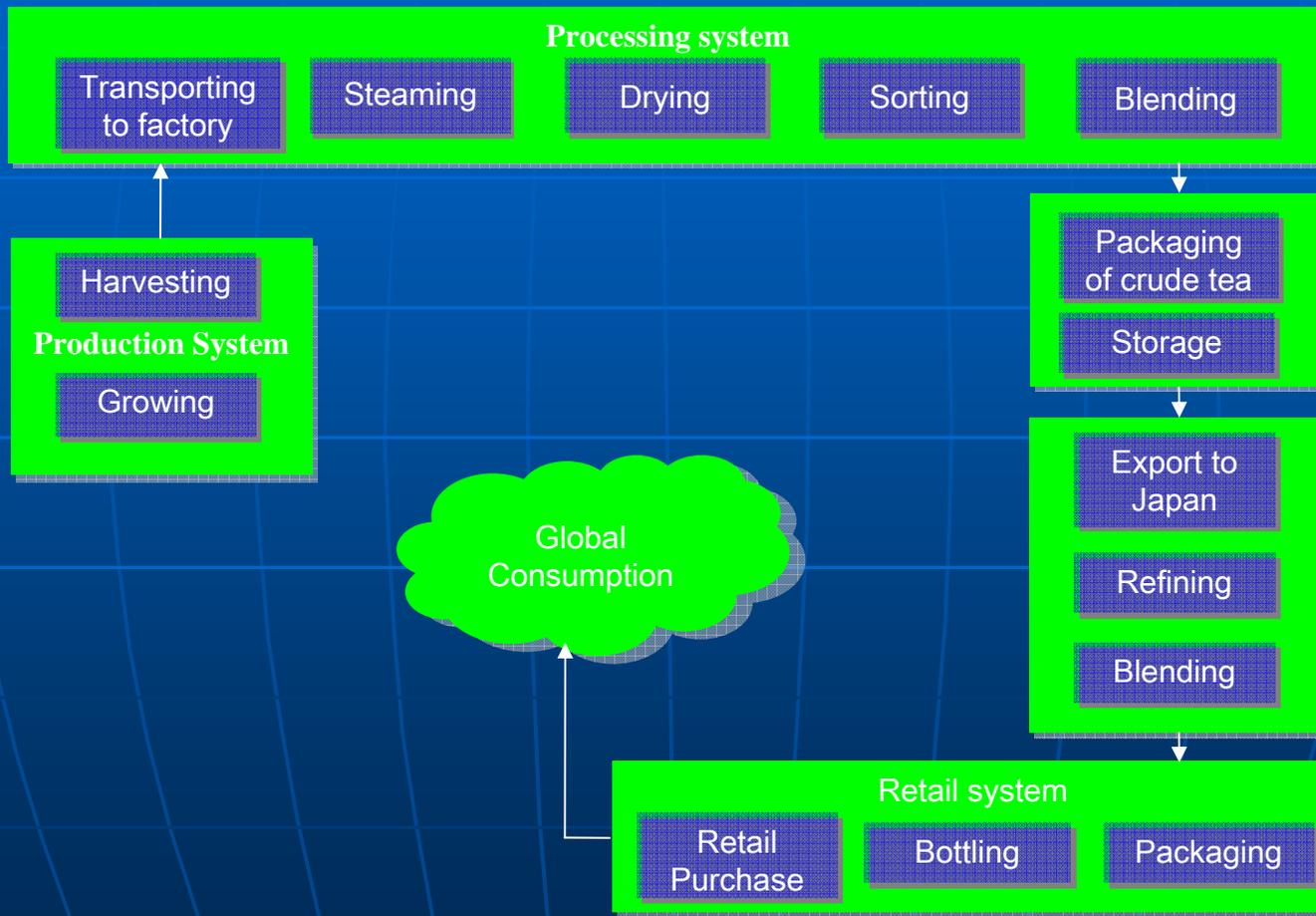


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Mature Tea Field



Supply Chain of Green Tea



Tea Quotation

'Thank God for tea! What would the world be without tea? – how did it exist? I am glad I was not born before tea!'

Sydney Smith

Lady Holland's Memoir (1855)



<http://www.itoen.co.jp/eng/index.html>
<http://www.itoen.com> (North America)

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