



**PRESS RELEASE**

**For Immediate Release**

## **From Tradition to Viral Trend! Check Out These Tips to Turn Matcha into a Trendy Drink for Your Business**

**Jakarta, July 3rd, 2025** - From sacred rituals in Kyoto temples to becoming a favorite beverage on modern café menus, matcha has evolved into a timeless culinary trend that's both delicious and meaningful. This powdered green tea drink originates from the Japanese tea ceremony (*chanoyu*), where every sip is an expression of appreciation for simplicity, tranquility, and balance. Matcha is not only rich in philosophy but also incredibly versatile, from creamy lattes and iced blends to desserts.

In Indonesia, matcha has become one of the most popular culinary trends, especially among the younger generation. Recognizing this trend, the research team at **Dairy Champ**, a sweetened condensed creamer brand trusted by hundreds of culinary MSMEs across the country, shares several **tips on how to make trendy, creamy matcha drinks that can open up business opportunities**. Check out the following tips:

### **1. Choose the Right Grade of Matcha Powder**

Use culinary-grade matcha for beverages to ensure the flavor and color remain strong even when mixed with milk or sweeteners. For a more premium taste, try ceremonial-grade matcha for special menu items. High-quality matcha typically has a naturally vibrant green color and an earthy fresh aroma.

### **2. Brew Matcha the Right Way**

Avoid pouring boiling water directly onto matcha powder, as it can make the matcha taste bitter. Instead, brew matcha using warm water at an ideal temperature of 70–80°C to preserve its umami flavor and vibrant green color. If you're using a *chasen* (Japanese bamboo whisk), stir quickly in an "M" or "W" motion to create a smooth, frothy texture. If you don't have one, a milk frother or a shaker can be used as an alternative. Sift the matcha powder or use a spoon to break up clumps before brewing to ensure a smoother and easier-to-dissolve result.



### 3. Use a Blend for a Creamier Taste

Traditional Japanese matcha typically highlights its earthy and slightly bitter flavor. However, in Indonesia, modern matcha drinks are popular for their creamy, smooth, and well-balanced sweetness. To achieve this flavor profile, you can combine **Dairy Champ sweetened condensed creamer and evaporated milk**. This blend delivers a consistently creamy sensation that delights the palate, perfect for creating a signature drink.

**Marketing Manager of PT Etika Beverages Indonesia, Dodi Afandi**, sees the current matcha trend as an exciting opportunity for beverage entrepreneurs. “The growing popularity of matcha-based drinks presents a chance for business owners to innovate and create menus that align with market preferences. Dairy Champ’s sweetened condensed creamer and evaporated milk are formulated from a blend of skimmed milk and buttermilk, resulting in a uniquely creamy texture and rich, savory flavor. This combination is highly suitable for crafting high-quality modern matcha beverages. Dairy Champ is committed to supporting MSME (Micro, Small, and Medium Enterprises) creations with products that deliver creamy textures and flavors tailored to Indonesian tastes,” explained Dodi.

### 4. Create a Unique Signature Menu

Develop a unique recipe blend to give your menu a distinctive character. The **#RacikanCreamyJuara** recipe, crafted by renowned barista and winner of the Indonesia Barista Championship in 2018 and 2025, Muhammad Aga, is definitely worth trying. Here’s the recipe:

#### Champion Creamy Matcha Recipe

##### Ingredients:

- 60g Cow milk/ plant-based milk (soya/oat/cashew)
- 20g Dairy Champ evaporated milk
- 20g Culinary grade matcha powder
- 20g Dairy Champ sweetened condensed creamer
- Ice cubes as needed

##### Optional:

- 20g Heavy cream
- 10g Honey
- 10g Pistachio paste

##### How to Make:

1. Mix 20g of matcha powder with approximately 50 ml of warm water (70–80°C). Stir or whisk using a *chasen* or milk frother until fully dissolved and frothy.
2. For the creamy mixture: In a separate glass, combine milk, Dairy Champ evaporated milk, and Dairy Champ sweetened condensed creamer. Stir well.



3. Optional: Add heavy cream, honey, or pistachio paste to the creamy mixture for a richer and more premium flavor.
4. Add ice cubes to a serving glass, then pour in the creamy mixture.
5. Slowly pour the matcha over the milk layer to create a beautiful color gradient.
6. **Champion Creamy Matcha** is ready to enjoy!

With a combination of tradition and trend, along with the right and creative ingredients, matcha can become a new menu item that's not only loved but also goes viral on social media. For more creamy recipe inspiration, visit @[dairychamp.id](https://www.instagram.com/dairychamp.id) on Instagram.

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#### **About Etika Group Indonesia**

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA), which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia, namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.