

# simara

SPECIALTY BLENDS

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Crafted for Cafés

# Superior quality. No compromises.

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## 01

### WHO WE ARE

Premium Japanese inspired beverage blends created specifically for modern cafés.

## 02

### WHAT WE CREATE

Matcha, chai, hojicha and functional blends carefully designed with clear menu purpose and defined café applications.

## 03

### WHAT WE BELIEVE

Every product should serve a role, from workflow efficiency and consistency to elevated customer experience.

## 04

### HOW WE WORK

Through origin led sourcing, small batch blending and hospitality first thinking, we create products built to perform under pressure.



Proudly stocked in thousands  
of cafés around the world.  
Available in five major countries.

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From specialty cafés to premium hospitality venues,  
Simara blends are trusted for their consistency,  
versatility and refined café presentation.

1000 +

STOCKISTS

5

COUNTRIES



#### PURPOSE-LED SOURCING

Ingredients carefully selected for defined café applications and flavour performance. Distinctive colour, texture and café-ready visual appeal.

#### HOSPITALITY-FIRST THINKING

Products created specifically for workflow, consistency and modern café service. Suitable for independent cafés through to multi-site hospitality groups.

#### SMALL-BATCH BLENDING

Freshly blended for reliable quality, consistent presentation, and dependable café performance. Designed to integrate seamlessly into hot, cold, and signature beverage applications

#### LONG-TERM PARTNERSHIP

Supporting cafés and distributors with scalable beverage systems designed to grow. Engineered to support efficiency, reduced wastage and dependable margins.

## Distinguished by region

At Simara, we don't choose matcha based on reputation alone.  
We choose it based on purpose.

KAGOSHIMA  
warmth, body, balance

SHIZUOKA  
clarity, refinement, delicacy



SHIZUOKA  
• Superior  
First Harvest  
  
• Premium  
Second Harvest

KAGOSHIMA  
• Everyday & Classic

KAGOSHIMA

### EVERYDAY & CLASSIC MATCHA

For our Everyday and Classic Matcha, we source from the region of Kagoshima. Kagoshima matcha brings body, depth and balance, creating a smoother, fuller latte with rounded sweetness and a clean finish that performs beautifully in cafés.

SHIZUOKA

### PREMIUM MATCHA

As the range progresses, we move to Shizuoka. Our Premium Matcha is sourced from Shizuoka second harvest; offering a brighter, cleaner, and more refined profile while still holding structure in milk.

SHIZUOKA

### SUPERIOR MATCHA

Our Superior Matcha comes from Shizuoka first harvest; a softer, more delicate expression shaped by the cool air and mist surrounding the Fuji mountain region. The result is a vibrant emerald green matcha with silky texture, gentle sweetness, and a refined finish.



# A layered matcha system for modern cafés.

Classic, Premium & Superior Matcha

For flexible menu applications

Designed for flexibility, clarity and defined menu positioning, the Simara matcha range allows cafés to build beverage programs suited to different workflows, flavour preferences and customer experiences.

KEY BENEFITS

- Hot & cold flexibility
- Distinct positioning
- Reliable performance
- Premium aesthetic

IDEAL USE

Matcha lattes, signature beverages, seasonal menus and elevated offerings.

BEST SUITED

Specialty cafés, premium hospitality venues & operators wanting a refined, scalable matcha program.

| PRODUCT  | BUILT FOR  | SWEETNESS   | CAFÉ TYPE            |
|----------|------------|-------------|----------------------|
| Classic  | Balance    | Sweetened   | Specialty cafés      |
| Premium  | Control    | Unsweetened | Advanced drink menus |
| Superior | Experience | Unsweetened | Premium hospitality  |



A collection of colour-driven, caffeine-free café blends designed to expand modern beverage menus with depth, visual impact and versatility.

## Modern cafes rituals beyond coffee.

African Rooibos, Golden Turmeric, Velvet Beetroot & Blue Matcha

A new expression of café culture

Created for cafés wanting to offer alternative rituals beyond coffee while maintaining premium presentation and strong menu identity.

### KEY BENEFITS

- Vibrant visual impact
- Caffeine-free
- Seasonal flexibility
- Social media appeal

### IDEAL USE

Signature lattes, iced beverages, wellness inspired menus and all day café service.

### BEST SUITED

Modern cafés, lifestyle venues and operators seeking differentiated beverage offerings.



Contemporary tea offering

Designed for modern café menus, the Simara hojicha range delivers warmth, balance and versatility across hot and cold applications.

KEY BENEFITS

- Naturally lower caffeine
- Smooth roasted flavour
- Strong milk compatibility
- Winter menu appeal

IDEAL USE

Hojicha lattes, evening menus, signature beverages and coffee alternatives.

BEST SUITED

Specialty cafés, modern tea programs and venues seeking differentiated café experiences.



With its roasted aroma, smooth body and naturally lower caffeine profile, hojicha offers cafés a refined alternative to both coffee and traditional matcha.

Roasted Japanese tea  
for a new cafe ritual.

Classic &  
Premium Hojicha

# Everyday blends built for cafe efficiency.

Vibrant Ube, Smooth Matcha & Aromatic Chai



Built for workflow efficiency without compromising café presentation or customer experience.



Built for speed

Designed for fast-paced café environments, the Everyday range delivers dependable flavour, fast preparation and consistent results across every service.

#### KEY BENEFITS

- Faster preparation
- Consistent flavour
- Reduced training
- Scalable performance

#### IDEAL USE

High-volume cafés, takeaway service, batch preparation and efficient beverage workflows.

#### BEST SUITED

Busy cafés, multi-site operators and venues prioritising speed, consistency and simplicity.



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## Tea, Spice and Sweetness in Balance.

### Sticky Chai

Rich in character

Crafted using whole spices, black tea and coconut nectar, our Sticky Chai delivers depth, warmth and the ritual of a slow-brewed café experience.

#### KEY BENEFITS

- Whole spice complexity
- Rich café aroma
- Slow brewed character
- Strong customer ritual

#### IDEAL USE

Traditional chai lattes, brewed chai service and signature café beverages.

#### BEST SUITED

Specialty cafés, brunch venues and hospitality spaces focused on sensory customer experiences.



Designed to create aroma, theatre and comfort within modern café environments.



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# Thank you.

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Crafted to grow  
with your business.

