

The History and Business Trends of Matcha Green Tea

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Rona Tison

Senior Vice President, Corporate Relations & PR, ITO EN (North America) INC.

Rona Tison, senior vice president of corporate relations and PR at ITO EN (North America) INC., gave an informative and educational presentation on ITO EN's history and business, especially focusing on Matcha green tea in the U.S. market. ITO EN is a multinational beverage company from Japan specializing in tea production and distribution and sales of innovative beverages and is a global leader in premium green teas. Ms. Tison's lecture was followed by the tasting of some of their green tea products. This lecture was organized by JASSA (Japan Study Student Association) at SIPA in cooperation with ITO EN. CJEB also cosponsored this event.

