

Reborn China secures matcha supply partnership to expand across Asia and UAE

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Reborn Coffee, a leader in the speciality coffee market, announced that Reborn China has established its Central China Supply Chain Headquarters in Dawu County, a region widely recognised for its excellence in tea cultivation and matcha production.

As part of this expansion, Reborn China will oversee the sourcing and distribution of all matcha-based products throughout Asia and the UAE, in partnership with a prominent agricultural group that operates matcha farms and manufacturing facilities through a China-Japan joint venture. This collaboration ensures consistent access to high-quality matcha from two of the world's most respected production regions.

Only China, Japan, and Korea are globally recognised as producers of authentic matcha. By leveraging trusted sources from these regions, especially premium Japanese matcha, Reborn China is positioned to introduce a new standard of quality and scale in the global matcha market.

During a recent official visit to Dawu County, Jay Kim, CEO of Reborn Coffee, met with Yu Haiqun, General Secretary of Dawu County, and Pan Pan, Deputy Mayor of Dawu County, to formalise the cooperation and discuss long-term alignment. Also in attendance were Wang Zhengzhong and Jia Ruo from the Reborn Coffee Greater China Operations team, who are overseeing the execution of the partnership.