



MATCHA

NEW TREND

MOVE OVER COFFEE — MATCHA IS TAKING CENTER STAGE IN INDIA'S CAFÉ SCENE. THIS VIBRANT GREEN TEA POWDER, LONG LOVED IN JAPAN, IS NOW BECOMING A DAILY RITUAL FOR HEALTH-CONSCIOUS INDIANS, ESPECIALLY IN TREND-FORWARD CITIES LIKE JAIPUR.

Why Matcha Is Healthier Than Coffee?

Let's break it down. Matcha is powdered green tea — but it's no ordinary tea. Unlike steeped green tea, matcha involves consuming the whole leaf, giving you more antioxidants, vitamins, and minerals in every sip.

Here's how it compares to your regular cup of coffee:

- **Sustained Energy:** Matcha contains caffeine too, but thanks to the amino acid L-theanine, the buzz is smoother and longer-lasting — no sudden crash.
- **Antioxidant Powerhouse:** It's rich in catechins, particularly EGCG, which boosts metabolism and helps fight inflammation.
- **Calm Focus:** While coffee may spike anxiety, matcha promotes a sense of relaxed alertness — the zen energy we all need.
- **Better for Digestion:** Matcha is gentler on the stomach, unlike coffee, which can sometimes lead to acidity or bloating.

BEST SPOTS IN JAIPUR FOR MATCHA

If you're in Jaipur and craving a café-made matcha, here are the top spots where they take their green drinks seriously:

- Camiano Patisserie & Brasserie

Don't miss their Strawberry Matcha — it's as dreamy as it sounds. Not too sweet, creamy, slightly fruity, and very Instagrammable.

- Taffeta Coffee

Known for chic interiors and thoughtful beverages, their matcha latte is smooth, rich, and comforting. Bonus: it pairs well with their pastries.

- Alchemist Coffee Company

This edgy, artful space serves up matcha with style. Whether hot or iced, their version is strong, earthy, and made with care.



**JOIN
GREEN
WAVE**
in Jaipur