

NIGICHA
The Story of Ingredients

Pause here.

Take a moment.

About this book

This is not a book to rush through.
Just a few minutes
while you wait for your drink.
If you have a moment,
turn the page.
What you'll find here
are fragments of how NIGICHA thinks.





The original question

Tea changes completely

with just one variable.

Water temperature.

The quality and amount of leaves.

Extraction time.

That alone

can transform both umami and aftertaste.

Bottled and canned tea

made tea accessible.

It mattered.

So we asked—what comes next?

To bring truly flavorful tea

into everyday life.

NIGICHA began with that question.

One decision

To bring good tea into everyday life,
we made a choice.

Not speed, but lingering.

Not flash, but consistency.

Not a special cup,
but something you can return to.

Not a moment of excitement,
but something that stays with you.

So NIGICHA chose
not to be extraordinary,
but to belong in everyday life.





A perspective on Japanese breakfast

Traditional Japanese breakfasts
were simple—centered around rice and soup.
Some days fish, some days natto,
some days just pickles.

Not heavy.

Not overthought.

Something you can
continue every day.

What we want to carry forward
is not the form,
but the thinking behind it.
And translate that way of thinking
into today's life,
and beyond.

Matcha latte as the entry point

NIGICHA chose not pure matcha,
but the matcha latte as its entry.
Around the world,
matcha is already becoming
an everyday drink.
Most people choose matcha lattes
over pure matcha.
Because it's a form
that makes matcha easier to receive.
We embrace this
as something that can continue
in daily life.



The state matcha creates

Matcha is not about stimulation.

It is about balance.

Beyond caffeine, matcha contains L-theanine.

It keeps the mind calm while sustaining focus.

Not a sharp spike of energy, but something steady.

Clear. Quiet. Lasting.

That is matcha.

Among the matcha we use, our higher grades contain more of this component.

Not to "make it work," but to create a state that can be sustained naturally.

If your breathing feels a little more settled after drinking, that is simply what matcha does.



Why onigiri

Onigiri is a form created to carry rice.

People may have chosen
it for convenience.

But it was more than that.

it was a structure that made rice
easy to live with.

It doesn't feel heavy.

It doesn't require preparation.

It can be eaten every day.

We didn't choose onigiri for nostalgia.

We chose it to bring rice back
to the center of daily life.





Completion when cooled

Onigiri is not complete
the moment it is shaped.
It has always been
carried, shared, and eaten
over time.
That's why
it was designed
to hold up when cooled.
At NIGICHA,
we treat that state as complete.
The point where it is most stable,
most consistent,
and most delicious.

Onigiri is complete
when cooled.
And that's not just about flavor.
It's about the sound.
That moment
when the nori is wrapped—
a crisp sound.
Clean.
Dry.
Unmistakable.
At NIGICHA,
we don't wrap nori in advance.
You choose it.
You wrap it.
You complete it.
There are three types of nori.

The sound that
only exists when cooled

Each with different
taste, thickness,
and texture.
To notice those
differences is part
of the culture.
Sound travels faster
than words.
That small sound
carries a piece of Japan
into the world.



How time changes rice

Rice changes when it cools.

Onigiri was made

to travel through time—

to be carried and eaten later.

Its stability when cooled

is not just about taste.

In modern life

Today,

that same quality serves another purpose.

When rice cools,

part of its starch

is digested more slowly.

As a result,

blood sugar rises more gradually,

making it less likely

to be stored as fat.



Ingredients as proof of philosophy

NIGICHA's fillings are not for special occasions.
They are meant to be eaten every day,
without growing tired.

Something that tastes the same
no matter when you eat it.

Salted salmon.

Things that have long been
eaten with rice.

Kelp.

What remains

Pickled plum.

after continuing a flavor
over time.



Warmth
completes
the meal



Onigiri is complete when cooled.
That's why
the mouth becomes still.
Then, a warm soup enters.
Warmth returns.
The body follows.
Breathing settles.
NIGICHA's tonjiru is not a side.
The meal completes here.
A bowl full of ingredients.
The sweetness of vegetables.
The umami of pork.
The depth of barley miso.

We let it rest overnight.
Time allows the flavors to settle,
softening the edges.
The first sip
reveals the structure of the broth.
With each bite,
the flavors layer.
It is not beside the onigiri—
it is at the center of the meal.
With warmth,
the meal becomes whole.

What NIGICHA is

NIGICHA is not a place for special experiences.

It's a place you can return to,
again and again,

feeling the same each time.

The taste doesn't change.

The atmosphere doesn't change.

The way you stay doesn't change.

Not surprise, but comfort.

Not performance, but continuity.

We aim not to be remembered—
but to remain in your life.



The future we aim for

What we are creating is not a passing trend.

A morning with matcha.

A meal with onigiri.

Not special—but natural.

Something that becomes

a habit.

To make matcha and onigiri
the standard breakfast
of the world.

Tokyo Breakfast Starts Here.
And within that landscape,
NIGICHA will quietly remain.



A quiet ending

There doesn't have to be
a reason to come here.
Maybe you chose matcha.
Maybe you picked up an onigiri.
Maybe it was just on your way.
It doesn't need to be special.
If it becomes part of your daily flow,
that's enough.
That is NIGICHA.





NIGICHA

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