

The Brand Story of ROYAL BLUE TEA

If this is tea, what was I drinking before?
 The finest, hand-picked, naturally grown tea leaves
 To be enjoyed anywhere, at any time, by anybody
 On a par with the best of wine and champagne
 The dream of the perfect tea come true

ワインボトルに入った手摘み高級茶、ロイヤルブルーティーは
 本物のお茶を伝えたい一心で作りました
 お茶といえば「機械摘み茶・ブレンド・着香」
 しかも「高級茶は淹れ方がむずかしい」という現実
 それならば、高級茶の真髄である
 手摘み茶・FTGFOPがあること
 お茶を淹れなくても高級茶を愉しめるようにしたい
 という熱い想いで開発が始まり、2007年5月に誕生しました

本物の高級茶の「色・香・味」を伝えるため原材料は「手摘み茶」のみ
 3～7日間、手間と時間をかけ非加熱抽出・非加熱ろ過除菌充填
 薬品や食品添加物は使用せず、加熱殺菌もしていないため
 微生物（一般細菌・大腸菌群・黴・酵母・ウイルス）を制御した
 SGS-HACCP認証取得した厳格な衛生・品質管理基準の下
 クリーンルームの中で、手仕事で製造しています

お茶は紀元前から上流階級の人しか愉しめなかった高級嗜好品
 ロイヤルブルーティーは
 いつでも・どこでも・誰でもワイングラスに注ぐだけで
 ワイン・シャンパンと同じ価値で料理と会話のマリアージュが叶う高級ノンアルコール
 誰でも平等に愉しめる、新たな生活様式、「茶宴」「愉茶」として文化創造します

製造販売 ロイヤルブルーティージャパン株式会社 神奈川県茅ヶ崎市本宿町2-8 電話 0467-50-0806(代)
 SGS-HACCP 認証工場及びNAHAハラール認証取得
 営業許可証:清涼飲料水製造業・食品製造業・食品販売業・器具容器包装おもちゃの製造又は販売業・飲食店営業

【詳細説明】

「ロイヤルブルーティー」は、2006年5月会社設立のロイヤルブルーティージャパン(株)が、2007年5月より、高級ノンアルコールとしてワインボトル入り高級ボトドティーを自社開発一貫製造販売するお茶のブランドの総称。
 厳格な基準で選別した「手摘み茶」のみが原料。原料に薬剤、添加物を使用しない、微生物制御した衛生・品質管理の下、非加熱抽出・非加熱ろ過除菌充填。クリーンルームで、ほとんどの工程を手仕事で製造。商品は1本750ml、3,800～60万円(税抜/2022年9月価格改定時からは、5,000円～60万円税抜)、多品種小ロット20数アイテム、唯一無二の製法で自社製造した商品は全て販売する生産方式(食品ロス0工場経営)。
 神奈川・茅ヶ崎に自社工場と東京・六本木に直営店を構えています。商品は、G7伊勢志摩サミット、G20大阪サミットなど国賓をもてなす宴席で公式ノンアルコールとして採用。銀座三越やそごう横浜店、高島屋など、有名百貨店で取り扱い。著名なホテルや旅館のインルーム、高級レストラン、バーなどでもロイヤルブルーティーを提供。2011年より日本航空国際線ファーストクラス採用。航空会社史上初、機内での高級ノンアルコールのサービスは2022年5月、満11年を迎えます。ロイヤルブルーティーの食の安全の取組は、2007年発売から、世界的トップクラスの国際認証機関SGS-HACCP認証取得。創業から、厳格な衛生・品質管理体制で製造を維持しています。

※HACCP: Hazard Analysis and Critical Control Point. 危害分析重要管理点

ハサップは食の安全性を維持する国際基準

国連の国連食糧農業機関[FAO]と世界保健機関[WHO]の合同機関である食品規格委員会から発表され、各国にその採用を推奨している衛生管理手法。日本は、2021年6月、食品に関わる全事業者対象にHACCP制度義務化。

【FTGFOP】Fine Tippy Golden Flowery Orange Pekoe ファイン・ティッピー・ゴールデン・フラワリー・オレンジ・ペコ

紅茶の世界共通のクラシフィケーション表記。手摘みされた上質の新芽がたくさん含み、茶湯の水色が美しい黄金色を呈すもの。goldenは新芽の色と茶湯の水色双方を意味する。

【SGS-HACCP 認証】

SGSによるHACCP(危害分析重要管理点)認証を受けることで、食品安全管理および製品品質を厳格に維持しています。SGSはスイスを拠点とする、世界的トップクラスの検査、検証、試験および認証機関。





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Hand-picked premium tea in a wine bottle, Royal Blue Tea was born from the earnest desire to spread authentic tea. Today most tea is mechanically harvested, blended, and contains artificial flavors. Most people's image of premium tea is that it is difficult to brew by yourself. Determined to create a beverage made with the finest hand-picked FTGFOP tea—the quintessential premium tea—that people can enjoy without having to prepare it themselves, we got to work on development. In May 2007, we succeeded.

Containing only hand-picked tea leaves to ensure it has the color, aroma, and taste of authentic premium tea, Royal Blue Tea is produced by a laborious three- to seven-day process in which the leaves are infused in cold water and then the tea is sterilized with a heatless filter sterilization process before being bottled. Because we do not use artificial additives or preservatives and do not heat sterilize, the tea is processed by hand in a clean room under rigorous SGS-HACCP hygiene and quality control standards to control microbes (such as bacteria, mold, yeast, and viruses).

For over 2,000 years, until recently tea has been a high-end luxury item enjoyed only by the upper class. Royal Blue Tea aims to create a new tea culture through new types of tea gatherings: *chaen*, in which our tea is paired with a full-course meal of fine cuisine, and *yucha*, which offers a more casual experience. With Royal Blue Tea, anyone can enjoy a premium non-alcoholic beverage that is on par with the finest wines and champagnes, anywhere, at any time, simply by pouring it into a wine glass.

Produced and sold by: Royal Blue Tea Japan Co., Ltd.

2-8 Honjukucho, Chigasaki-shi, Kanagawa, Japan

Phone: 0467-50-0806 (main line)

SGS-HACCP and NAHA halal certified

Business licenses: Soft drink manufacturing; food manufacturing; food sales; apparatus, container, packaging, and toy manufacturing and sales; and restaurant

Detailed description:

Royal Blue Tea is a brand of premium tea bottled in wine bottles in the premium non-alcoholic beverage category that launched in May 2007. It was developed and is manufactured and sold by Royal Blue Tea Japan Co., Ltd., a company established in May 2006. Its only ingredient is hand-picked tea leaves selected under rigorous standards. Royal Blue Tea contains no artificial additives or preservatives, and is cold-infused and sterilized with a heatless filter sterilization process before being bottled under strict hygiene and quality control standards to control microbes. The bulk of processing is carried out by hand in a clean room. Royal Blue Tea is sold in 750 ml bottles that range from 3,800 to 600,000 yen per bottle (tax not included; 5,000-600,000 yen after September 2022 price revision). We offer 20 types of products, manufactured with a unique in-house high-mix, low-volume production process. We sell every unit we produce under a zero food loss policy.

We have a factory in Chigasaki, Kanagawa and a directly operated shop in Roppongi, Tokyo. Our products have been used as the official nonalcoholic beverage at state banquets such as the G7 Ise-Shima Summit and G20 Osaka Summit. Royal Blue Tea is carried at well-known department stores like Mitsukoshi Ginza, Sogo Yokohama, and Takashimaya, and offered at in-room dining services, fine dining restaurants, and bars at prominent hotels and inns in Japan. Since 2011, our tea has been offered in JAL's first-class international flights—the first time for an airline to offer an in-flight premium nonalcoholic beverage service. May 2022 marked the service's 11-year anniversary. When Royal Blue Tea was launched in 2007, we obtained HACCP* certification from SGS, the world's leading certification company, to ensure our tea is safe. Since our company's founding, we have produced products under strict hygiene and quality control practices.

*HACCP stands for "Hazard Analysis and Critical Control Point."

HACCP is the international standard for maintaining food safety. It is a food safety management system the Codex Alimentarius Commission, a joint body of the Food and Agriculture Organization of the United Nations and World Health Organization, urges all countries to adopt. Japan began legally requiring all food-related businesses to adopt HACCP as of June 2021.

FTGFOP stands for "Fine Tippy Golden Flowery Orange Pekoe," an internationally recognized classification for black tea. This means the tea includes a large amount of hand-picked, top-quality new shoots, and the liquor has a beautiful gold color. "Golden" refers to both the color of the leaf and the liquor.

SGS-HACCP certification

Royal Blue Tea Japan has obtained HACCP certification by SGS, demonstrating that we maintain a rigorous food safety management and quality control system. Based in Switzerland, SGS is the world's leading testing, inspection, and certification company.