

CRAZY GOOD -CHIRAN TEA-

A Journey
into the Possibilities
of Chiran Tea

DATE:

1.17 FRI

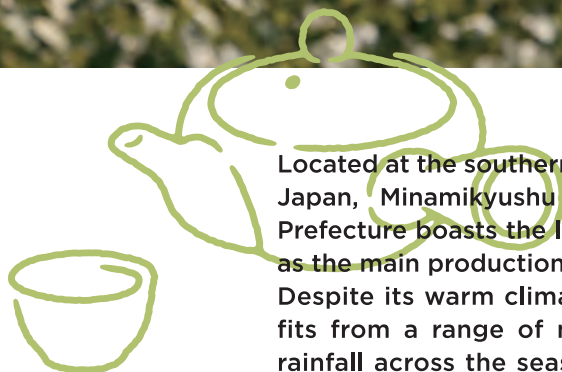
1.19 SUN

10:00-18:00

PLACE:

Nui. HOSTEL & BAR LOUNGE

主催：南九州市茶流通対策協議会／企画：株式会社オコソコ／
協力：Nui. HOSTEL & BAR LOUNGE



Located at the southernmost tip of mainland Japan, Minamikyushu City in Kagoshima Prefecture boasts the largest fields in Japan as the main production area of "Chiran Tea". Despite its warm climate, the region benefits from a range of nature's gifts. Stable rainfall across the seasons, and fluctuating temperatures allow Kagoshima Prefecture to play host to the only area in Japan where a wide variety of tea cultivars can thrive. We hope you are blessed with the opportunity to meet the passionate, and respectfully, "crazy" producers who have grown deeply attached to Chiran Tea. By discovering the unique charms of Chiran tea, we encourage you to take a step further and see for yourself how deep the rabbit hole of tea can truly go.

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The "Chiran Tea" brand originates from three areas in Minamikyushi City of Kagoshima Prefecture: Chiran, Ei, and Kawanabe. These locations not only include "Chiran Tea" cultivated in vast tea fields under abundant sunlight, they also include "Chiran Tea" produced in the mountainous regions where morning mists, and significant temperature differentials have a major impact on the plant's growth. Additionally, there is "Chiran Tea" crafted by using unique methods not often found in other areas. Each of these regions produces high-quality and diverse varieties of "Chiran Tea," showcasing the richness of the brand.



Miyahara Hikari Seicha
Takeshi Miyahara

Together with his family, operates an 8-hectare tea plantation in the Ushirodake area, a renowned production site for Chiran Tea.



Maehara Seicha
Shota Maehara

After majoring in soil sciences at Tokyo University of Agriculture and working as a teacher in Tokyo, he returned to take over the family business. Engages in cultivating tea saplings and producing coarse tea at his company.



Shimokubo Isao Seicha
Kenichiro Shimokubo

Transitioned to tea farming after a career in the hospitality industry. Currently cultivates 19 tea varieties and oversees the entire process from soil preparation to the sales of tea and matcha.

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(東京都台東区蔵前2丁目14-13)

