

Discover Shizuoka, One Cup at a Time.

A journey to discover
what makes
Shizuoka tea so special.



“Ocha suru?” — Shall we have some tea?

Gathering around tea, sipping, talking. These simple pleasures are part of what tea offers. The more you learn, the richer each moment with tea becomes. Why not come to Shizuoka for a cup?

お茶 知る たびに、静岡へ

Discover Shizuoka, One Cup at a Time.

Shizuoka City looks out toward Mount Fuji, where the 2,500-meter depths of Suruga Bay meet mountain ranges rising over 3,000 meters. This rich natural environment and mild climate have given the land both landscapes that captivate countless visitors — and a treasure called tea.

Tea in Shizuoka grows in the mountains — on slopes so steep a person can barely stand, and on peaks wrapped in seas of clouds. Despite these demanding conditions, many farmers here strive every day toward the perfect cup.

Just as each tree on a mountainside is different, the aroma and flavor of tea change with the place it grows. Even teas grown on the same mountain or even the same slope can taste remarkably different. It is this abundance of growing regions hidden deep within the mountains that defines Shizuoka tea.

And there is another feature rare even across Japan: a wholesale tea district right here in the city. In and around “Chamachi” (cha = tea, machi = town), a neighborhood that bears the very name of tea — merchants with exceptional skill and refined senses have long competed with one another, finishing tea to perfection.

The Story of Shizuoka Tea. Those who grow the tea. Those who carry it. Those who finish it. Those who brew it. Across time, this story has been woven by countless hands. From the fields to the very last drop — everything is here in Shizuoka. And this story, in the end, is placed into your hands as you drink. From there, it flows onward — to the next person, and the next.

A world of tea you have never seen.

The journey to discover this story begins right here.

Vast natural landscapes
and a love as great as the mountains
— making the tea all the more profound.

Ocha no Mori

323-1 Narao, Aoi-ku, Shizuoka City

Mountain Scenery and a Farmer's Love: The Tea of Narao

At an elevation of roughly 600 meters, traveling north from central Shizuoka City deep into the mountains, you reach a place called Narao.

Flat ground is almost nowhere to be found; in winter, snow accumulates and the cold is severe. Stand within the steep tea gardens with their sweeping views, and mountains of breathtaking scale surround you from every angle.

The sky is a crystalline blue, ridgelines layering endlessly into the distance — a majestic panorama. Below, the tea gardens create soft, gentle contours. Mountain areas are more prone to fog and colder temperatures, causing tea leaves to grow slowly.

The person cultivating tea on this land — as though perched above the clouds — is Mr. Naganori Mori, owner of “Ocha no Mori (Forest of Tea).”

To make his tea truly delicious, Mr. Mori spares no effort. Two weeks before the new tea harvest, he bends bamboo into arches above the tea bushes and drapes them with black cloth. Reducing the sunlight encourages changes in the leaves that deepen their color and enhance their umami. This is what is known as “kabuse-cha” (shaded tea).

Furthermore, in Mr. Mori's approach to tea-making, “yōsō” (leaf canopy) is a vital element. How abundantly can the lower, unharvested leaves of the tea plant be grown? The nutrients stored in these older leaves, he explains, are one of the greatest determinants of flavor.

A technique born from helping tea plants endure harsh cold ultimately produces exceptionally delicious tea.



“I just want everyone who drinks my tea to feel happy.
I hope a delicious cup of tea brings them happiness.”



Beyond growing and harvesting, processing leaves into “aracha” (crude tea) is also the farmer's role. Generally, harvested leaves are steamed at high temperatures to prevent oxidation, then rolled and dried by machine.

Mr. Mori says that when using the “sojūki” (rough rolling machine) to dry and knead the leaves, if the texture feels like “a baby's soft skin,” the tea will turn out well. Working backward from the flavor and aroma of the final brew, reading the weather and the condition of the leaves — human experience and intuition are what shape a tea's character, and what make the craft so fascinating.

“I just want everyone who drinks my tea to feel happy,” Mr. Mori says with a smile. The deliciousness of his tea and the beauty of this landscape hold within them his love for the leaves and his wish to bring joy to every person connected through tea. The grandeur of nature, the care behind every step of the process — it will surely capture your heart.

Once you visit, you will never forget the dream-like scenery of mountains and tea gardens, nor Mr. Mori himself, always speaking with that gentle, serene smile.

Tours are available for visiting the tea processing facility and tea gardens, with comparative tastings of the owner's finest teas. As some mountain roads can be rough, taxi tours are recommended. Apply here.



Tea passed down through a family's hands,
shining gold deep in the mountains.

Shitajima-en

1298 Ochiai, Aoi-ku, Shizuoka City

Mountains and People Nurturing Tamakawa Tea Through the Ages

In the upper reaches of the Abe River — Shizuoka City's largest — lies the Tamakawa district, where a village once called “Shitajima-mura” existed. Surrounded by deep mountains, this area has been known since ancient times as one of Shizuoka's most storied tea regions. In Shizuoka, one way people have engaged with nature — so vast compared to themselves — is through producing tea.

Mr. Masahiro Satō, who now produces tea under the name “Shitajima-en,” continues to explore and experiment with a diverse range of tea cultivars together with his father.

Hidden in the mountains, invisible from the road that descends into the valley from the city, is what Mr. Satō calls his “back mountain” tea garden. Pass through a farmhouse over 200 years old, climb up along the valley, and there it appears — a tea garden covered in golden new shoots, strikingly bright against the deep green of the surrounding forest. Birdsong fills the air, the sound of a stream rushes nearby, and a breeze sweeps down the slope, wrapping you in the mountain air.

It is said that tea grown here possesses an especially fine flavor, even compared to flatland gardens where large machinery can be used.



Mr. Satō cultivates many varieties — from “Yabukita,” the most common Shizuoka cultivar, to “Zairai” (native seedling varieties) with no specific cultivar name. What he values most of all is nurturing the soil. To ensure the earth's nutrients fully transfer into the tea's flavor, he personally determines the fertilizer blend.

Within the garden, you can also find tea bushes grown in “shizen-jitate” (natural form cultivation) — rather than being pruned into neat, rounded hedgerows, these trees grow freely. Difficult to harvest by machine, they must be picked carefully by hand — and it is precisely this tea that frequently wins awards at competitions. A truly exceptional tea.

From the “Chabatake Terrace” overlooking the entire back-mountain garden, you can feel with your whole being the environment where Shizuoka tea grows. Long years, vast nature, and the accumulated efforts of people who have cherished this land for generations — all come together in a single cup. To have this landscape and this tea all to yourself is a luxurious moment that lets you forget the everyday world.

Visitors can tour the tea gardens and processing facility, and enjoy comparative tastings on the terrace overlooking the fields. Tea is also available for purchase on-site. Please contact us in advance if you wish to visit. Apply here.



From freshly picked raw leaves to matcha
and wagashi — savor it all here.
This is the hidden village of fine tea.

Seishō Yuen

4209 Nakagouchi, Shimizu-ku, Shizuoka City

Wild Mountain Vitality: The Tea of Ryōgōchi

Seishō Yuen is located in the Ryōgōchi area of Shimizu Ward, a region known as “Meicha no Kakurezato” — the Hidden Village of Fine Tea.

Here you will find a tea tree roughly one hundred years old, said to have grown from a seed that the grandmother of proprietor Ms. Terumi Suzuki picked up and planted long ago; and stone walls built from massive rocks by craftsmen once known as “ishiya.” Among the many features rarely seen elsewhere, the most remarkable is the absence of frost-prevention fans.

The flow of mountain air is naturally regulated by trees growing between the fields — wisdom inherited from ancestors. A landscape of tea and nature, rustic yet powerful, unfolds before you.

At Seishō Yuen, visitors can pick tea leaves and steep them in hot water right on the spot. The flavor — unlike ordinary tea, alive with the freshness of the mountain — is an experience rarely available anywhere. You can also enjoy matcha paired with wagashi in the tea room. In Ryōgōchi, a tea region known only to connoisseurs, the fascinating diversity of Japanese tea awaits.



Hand-picking experiences in the tea garden and matcha-with-wagashi sets in the tea room are available. Ample parking; groups of 10 or more welcome. For details and reservations, apply here.



At 4 a.m., new tea is already
on its way to Chamachi.
Mornings in Shizuoka start early.

Maruka

2-2-1 Chamachi, Aoi-ku, Shizuoka City

Before Daybreak in Chamachi: Where People and Tea Connect

At the peak of the new tea season, the day begins at 4 a.m. Leaves harvested and processed into “aracha” (crude tea) the previous evening arrive in Chamachi, in Shizuoka City’s Aoi Ward, before dawn. Chamachi traces its history to the era when Tokugawa Ieyasu built his castle town, gathering those in the tea trade here. Reachable on foot from central Shizuoka, this area still houses over 50 tea wholesalers within a 500-meter radius.

These wholesalers — the tea merchants — purchase various teas from producers near and far, then perform the final finishing. Connecting merchants and farmers is the “saitori” — the tea broker.

The saitori’s role is to deliver tea samples entrusted by farmers to the merchants before morning, facilitating the transaction.

Leaves that just a day earlier shimmered gold and vivid green now arrive transformed — their color deep and dark, as though the night itself had seeped into them.

In the office of Maruka Co., Ltd., sample tins filled with tea specimens line the shelves, and calendars from various merchants hang on the walls.

Born from Shizuoka’s complex distribution system, the saitori embodies the depth of this city’s tea culture. The click of abacus beads during negotiations, the clap of hands in “teawase” to seal a deal ... During the new tea season, the early mornings of Chamachi are wrapped in an atmosphere found nowhere else.



Tea Master Natsuki Wada

Wada Chōji Shoten, 4-51 Anzai, Aoi-ku, Shizuoka City

A Love for People and a Passion for Tea — Polishing Shizuoka’s Finest

In 2024, Mr. Natsuki Wada won the individual championship at the National Tea Judging Skills Competition — a contest where tea masters from across Japan identify origins and varieties by aroma, color, and taste alone.

He is also the third-generation owner of Wada Chōji Shōten, a tea shop that has won the highest bid at the Shizuoka tea market’s first new-tea auction for approximately 50 consecutive years. Widely recognized as one of Shizuoka’s leading young tea masters, Mr. Wada represents a new generation carrying the region’s tea culture forward. Shizuoka City’s tea is produced in mountain environments

rarely seen in other prefectures. Particularly characteristic is “asamushi” (lightly steamed) tea, where freshly picked leaves are steamed for a shorter duration.

Tea leaves that grow slowly in mountain valleys are tender and soft; shaping them into forms as beautiful as needles is possible only through the farmers’ skill. Mr. Wada describes it: “Shizuoka tea tastes like the mountains. It has a clear astringency and a beautiful lingering finish — an authentic flavor.” After purchasing leaves, Wada Chōji Shōten roasts them over traditional charcoal. Drawing out the tea’s inherent umami and aroma from its core,



Learning the true essence of Shizuoka tea from Japan’s finest tea master.

then completing the flavor through “gōgumi” (blending) — this is the merchant’s role.

When Mr. Wada visited France as champion, he brought 100 varieties of tea from Shizuoka. What troubled him most was “choosing just 100 from the countless options.”

The merchant’s craft is to take aracha (crude tea) — the raw gemstone — and polish it in the final stage, tailoring the flavor to each drinker. To this end, tea masters hone their skills daily in the “haikenba” (tea evaluation room).

Only through the skilled hands of these professionals are the leaves transformed into the tea we ultimately drink.

What Mr. Wada values equally is “people.” “Invest in the person, not the tea” — this teaching has been passed down through the generations.

He values not just quality, but trust with producers. Because he believes in the person, he buys their tea. His effort to carry forward the dedication of farmers who persevere in crafting fine tea — perhaps that is the true reason he became Japan’s best.



Mr. Wada welcomes any question about tea. From flavors you’ve never encountered to familiar everyday teas — a visit to Wada Chōji Shōten may lead you to the perfect cup.





Marufuku Seicha

25 Wakamatsu-cho, Aoi-ku, Shizuoka City

Marufuku Seicha is a tea merchant in Shizuoka's Chamachi district. They specifically source aracha (crude tea) cultivated in the Ōkōchi area. The robust leaves nurtured by this region's soil, roasted with intense, near-extreme heat, produce the bold deep-roasted sencha that is their signature. Achieving the balance between roasted fragrance and umami demands highly refined fire-control expertise.



Visitors can tour mountain tea gardens, the aracha facility, finishing factory, and cold storage — witnessing the entire journey from leaf to sencha. Tea tastings and hōjicha workshops are also available. Advance reservation required.



In the finishing factory adjacent to the main office, large machines stand in rows, rumbling as they operate. Glance at the floor — it gleams, surprisingly spotless.

Even during the busiest hours, the craftsmen clean meticulously in every spare moment. This is a space where you can feel the professional pride of tea artisans.



Chaya Suzuwa

3-68 Anzai, Aoi-ku, Shizuoka City

Within Suzuwa Shōten — a tea merchant founded in 1848 — lie two captivating spaces. The first is the “haikenba,” where the merchant faces tea with full concentration. In the workshop held here, participants compare the color, aroma, and flavor of multiple teas, discovering the one that suits them best. You can appreciate both the delight of a merchant's diverse collection and the richness of Japanese tea. The second space is a shop hidden inside the factory — like a secret hideaway. Teas from Tamakawa, Ryūsō, and other origins line the shelves.

After speaking with Mr. Atsumi, a merchant who loves tea with all his heart, your world of tea may expand — from the leaves themselves to the people who make them, the people who drink them, and the moments shared around a tea table.



The shop offers teas and teaware from various regions. Please check here for advance reservation for haikenba workshops, store closures, and other updates.

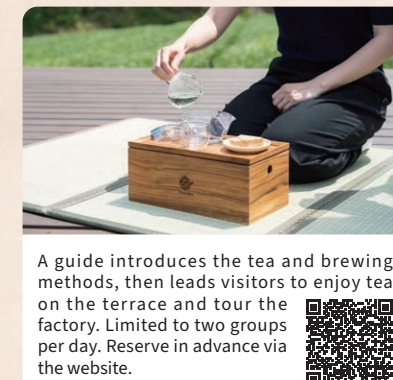


Maruichi Mizuno Seicha

362 Utōzaka, Shimizu-ku, Shizuoka City

Directly ahead — Japan's most iconic peak, Mount Fuji. Below, a tea garden shimmering with light. Sipping tea on the terrace within this garden is the signature experience of Maruichi Mizuno Seicha.

The view evokes a Hokusai ukiyo-e — possessing both power and grace. To drink tea in this landscape is to hold the essence of Shizuoka, distilled into the scene before you and the cup in your hands.



A guide introduces the tea and brewing methods, then leads visitors to enjoy tea on the terrace and tour the factory. Limited to two groups per day. Reserve in advance via the website.



Beyond the gardens, visitors can step inside a working aracha factory — rarely open to the public.

Whether you wish to savor the tea, surrender to the scenery, or explore the thrilling world of machinery in motion — the guide tailors the tour to your interests. A time to draw close to Shizuoka tea at your own pace.



Cha no Me

1827 Ōhara, Aoi-ku, Shizuoka City

A café run by tea merchant Morita Seicha. “I want people to enjoy the experience of brewing tea themselves.” With this wish, Mr. Morita opened the shop, valuing above all that guests pour the hot water, brew with a kyūsu (Japanese teapot), and savor each sip. The menu item that captures this best is the “Densetsu Set” (Legend Set). Shōichi Kokushi, the monk said to have brought tea to Shizuoka, was born in the mountain hamlet of Tochizawa. This set features precious hand-picked tea from Tochizawa, paired with nerikiri wagashi and dango.

A gold medal winner at the World Green Tea Contest, this tea yields only about 40 kilograms per year — extraordinarily rare. Adjust the water temperature, time the steep carefully, take that first sip — you will surely be astonished.



Staff provide careful guidance, so even beginners can brew a delicious cup. Beyond sencha, a variety of seasonal tea sweets are also available.





Le Monde Fujigaya

6-1 Shōwa-chō, Aoi-ku, Shizuoka City



Tea pairing available with both lunch and dinner courses. Reservations recommended; walk-ins welcome if seats are available.



A 10-minute walk from JR Shizuoka Station. For nearly 60 years, Le Monde Fujigaya has been the restaurant locals choose for “slightly special occasions.” Here, guests enjoy course meals featuring abundant local Shizuoka ingredients, accompanied by tea pairing.

Chef Shiratori studied as a sommelier in France. To him, tea — like wine — is a special beverage expressing respect for terroir. Drawing on experience tasting thousands of teas, he reads the rhythm of the entire course and each guest’s palate, selecting the tea that brings the producer’s passion to life for each guest.

GOOD TIMING TEA

2-17-3 Takajō, Aoi-ku, Shizuoka City



A wide selection of seasonal Japanese teas — green tea, hōjicha, wakocho (Japanese black tea), genmaicha, and kamairicha. Original blended teas also for sale. All drinks available for takeout.



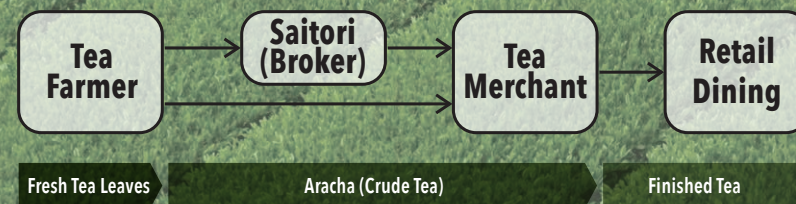
A 10-minute walk from JR Shizuoka Station, in the Takajō district — an area of stylish shops and distinctive restaurants — sits a café where you can enjoy Japanese tea casually.

The atmosphere is welcoming and easygoing, yet the tea is anything but casual. The owner selects Shizuoka teas from his family’s “Darumaya Wadasei Shōten,” brewing each cup from whole leaves in a kyūsu with care. The menu also includes matcha lattes, creative tea drinks, coffee, and beer.

Born into a tea merchant family and formerly working at a coffee shop, the owner has created a space that respects each guest’s way of enjoying a drink.



How Tea Is Made



From the moment a leaf is plucked, oxidation begins. First, the farmer steams the leaves to halt this process. The steamed leaves are rolled to remove moisture and shaped — this is called “aracha” (crude tea). Up to this point, processing takes place near the garden, mainly by the farmer. The aracha then passes to the wholesaler — the tea merchant — for final roasting and “gōgumi” (blending).

In Shizuoka, “saitori” (brokers) mediate between farmers and merchants, or sometimes farmers finish the tea themselves — the paths aracha travels are extraordinarily complex. That all these diverse routes exist within a single city is part of Shizuoka’s charm.

Set Out on a Journey of Tea Discovery

The tea stories in this booklet are just a small part of the world that unfolds across Shizuoka City.

Landscapes you have yet to encounter. People you have yet to meet. Cups you have yet to taste. In Shizuoka, the more you learn about tea, the more new discoveries await.

Our website introduces many more tea journeys beyond what is featured here. You’re sure to find the next place you want to visit.

Come to Shizuoka and discover your own tea story.



Shizuoka City Tourism Guide

The official website introducing recommended sightseeing spots in Shizuoka City

Tea Farmers

For those who want to experience the tea fields — comparative tastings on the garden terrace, tours of production sites, and more.



Tea Merchants & Retail

For those who want to experience tea evaluation and blending, or find a tea perfectly suited to their own taste.



Dining & Others

For those who want to enjoy a wonderful cup of tea, or experience food pairings such as tea pairing.

