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Level 4 – 28th July 2025

Matcha in short supply worldwide

FREE online quizzes, mp3 listening and more for this lesson here:

<https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

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Please try Levels 5 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

Matcha is increasing in popularity. The famous green tea powder is now in short supply. Most of the world's matcha is grown in Japan. Record high temperatures there have lowered tea harvests. Increased demand has resulted in record prices. A Kyoto farmer told Reuters he was only able to harvest 1.5 tons of leaves this year, instead of his usual two tons. He added: "Last year's summer was so scorching that it damaged the bushes, so we couldn't pluck as many leaves."

Matcha was once a niche product. Now it is a trendy flavouring for drinks and desserts. A tea association said Japan's tourism boom is making the tea shortages worse. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." Social media is also increasing demand. The tea store Tealife said demand increased ten-fold. It is always out of stock. "Matcha mania" is also affecting Japan's traditional tea ceremonies.

Sources: <https://www.asahi.com/ajw/articles/15884478>
<https://sustainabilitymag.com/news/how-high-temperatures-have-caused-mass-matcha-supply-issues>
<https://www.reuters.com/business/japans-heat-stressed-matcha-tea-output-struggles-meet-soaring-global-demand-2025-07-04/>

PHRASE MATCHING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

PARAGRAPH ONE:

- | | |
|----------------------------------|-----------------------|
| 1. Matcha is increasing | a. grown in Japan |
| 2. Most of the world's matcha is | b. as many leaves |
| 3. Record high | c. 1.5 tons of leaves |
| 4. Increased demand has resulted | d. bushes |
| 5. he was only able to harvest | e. temperatures there |
| 6. Last year's summer was | f. in popularity |
| 7. it damaged the | g. in record prices |
| 8. we couldn't pluck | h. so scorching |

PARAGRAPH TWO:

- | | |
|----------------------------------|-----------------|
| 1. Matcha was once a niche | a. fold |
| 2. Now it is a trendy flavouring | b. bulk |
| 3. Japan's tourism | c. for drinks |
| 4. buy lots of matcha | d. ceremonies |
| 5. sometimes even in | e. mania |
| 6. demand increased ten- | f. product |
| 7. Matcha | g. as souvenirs |
| 8. Japan's traditional tea | h. boom |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

Matcha is (1) _____. The famous green tea powder is now in short supply. Most of the world's matcha is grown in Japan. Record high temperatures there have (2) _____. Increased demand has (3) _____ prices. A Kyoto farmer told Reuters he was only able to harvest 1.5 tons of leaves this year, instead (4) _____ two tons. He added: "Last year's summer was (5) _____ it damaged the bushes, so we couldn't (6) _____ leaves."

Matcha was (7) _____ product. Now it is a trendy flavouring for drinks and desserts. A (8) _____ Japan's (9) _____ making the tea shortages worse. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes (10) _____." Social media is also increasing demand. The tea store Tealife said demand (11) _____. It is always out of stock. "Matcha mania" (12) _____ Japan's traditional tea ceremonies.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

Matchaisincreasinginpopularity.Thefamousgreenteapowderisnowin
shortsupply.Mostoftheworld'smatchaisgrowninJapan.Recordhighte
mperaturestherehaveloweredteaharvests.Increaseddemandhasres
ultedinrecordprices.AKyotofarmertoldReutershewasonlyabletoharv
est1.5tonsofleavesthisyear,insteadofhisusualtwotons.Headded:"La
styear'ssummerwassoscorchingthatitdamagedthebushes,sowecoul
dn'tpluckasmanyleaves."Matchawasonceanicheproduct.Nowitisatr
endyflavouringfordrinksanddesserts.AteaassociationsaidJapan'sto
urismboomismakingtheteashortagesworse.Itsaid:"Manyforeigners
buylotsofmatcha...assouvenirs,sometimeseveninbulk."Socialmedi
a.isalsoincreasingdemand.TheteastoreTealifesaiddemandincreased
ten-fold.Itisalwaysoutofstock."Matchamania"isalsoaffectingJapan's
traditionalteaceremonies.

MATCHA SURVEY

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

Write five GOOD questions about matcha in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

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WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

WRITING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-4.html>

Write about **matcha** for 10 minutes. Read and talk about your partner's paper.

[illegible]