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Level 5 – 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-5.html>

Contents

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

Please try Levels 4 and 6. They are (a little) harder.

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THE READING

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-5.html>

The popularity of matcha is skyrocketing. Supplies of the green tea powder are low. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the tea leaves. Increased demand and lower crop yields have resulted in record prices. A farmer from Kyoto told the Reuters news agency about his lower harvest. 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 has exploded in popularity. It was once a niche product. Now it is a trendy flavouring for drinks, desserts, and even skincare products. A tea association said Japan's tourism boom is making the green tea shortages worse. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes even in bulk." It added that the increased demand was in part fuelled by social media. The founder of the store Tealife said demand had grown ten-fold. He is always out of stock. "Matcha mania" has resulted in a scarcity that 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-5.html>

PARAGRAPH ONE:

- | | |
|-------------------------------------|-----------------------|
| 1. The popularity of matcha | a. scorching |
| 2. Supplies of the green tea powder | b. produced in Japan |
| 3. Most of the world's matcha is | c. yields |
| 4. Record high | d. as many leaves |
| 5. lower crop | e. are low |
| 6. He was only able to harvest | f. temperatures there |
| 7. Last year's summer was so | g. 1.5 tons of leaves |
| 8. we couldn't pluck | h. is skyrocketing |

PARAGRAPH TWO:

- | | |
|----------------------------------|--------------------|
| 1. It was once a | a. by social media |
| 2. a trendy flavouring for | b. boom |
| 3. skincare | c. of stock |
| 4. Japan's tourism | d. as souvenirs |
| 5. foreigners buy lots of matcha | e. products |
| 6. sometimes even in | f. niche product |
| 7. demand was in part fuelled | g. bulk |
| 8. He is always out | h. drinks |

LISTEN AND FILL IN THE GAPS

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-5.html>

(1) _____ matcha is skyrocketing. Supplies of the green tea powder are low. Most of the world's matcha is produced in Japan. Record (2) _____ have lowered harvests of the tea leaves. Increased demand and lower crop yields have (3) _____ prices. A farmer from Kyoto told the Reuters news agency about his lower harvest. He was only (4) _____ 1.5 tons of leaves this year, instead of his usual two tons. He added: "Last year's summer (5) _____ that it damaged the bushes, so we couldn't (6) _____ leaves."

Matcha has (7) _____. It was once a niche product. Now it is (8) _____ for drinks, desserts, and even skincare products. A tea association said Japan's tourism boom is making the green (9) _____. It said: "Many foreigners buy lots of matcha...as souvenirs, sometimes (10) _____." It added that the increased demand was in part fuelled by social media. The founder of the store Tealife said demand had (11) _____. He is always out of stock. "Matcha mania" has resulted (12) _____ that is also affecting Japan's traditional tea ceremonies.

PUT A SLASH (/) WHERE THE SPACES ARE

From <https://breakingnewsenglish.com/2507/250728-matcha-shortage-5.html>

The popularity of matcha is skyrocketing. Supplies of the green tea powder are low. Most of the world's matcha is produced in Japan. Record high temperatures there have lowered harvests of the tea leaves. Increased demand and lower crop yields have resulted in record prices. A farmer from Kyoto told the Reuters news agency about this lower harvest. 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 has exploded in popularity. It was once a niche product. Now it is a trendy flavouring for drinks, desserts, and even skin care products. A tea association said Japan's tourism boom is making the green tea shortages worse. It said: "Many foreigners buy lots of matcha... as souvenirs, sometimes even in bulk." It added that the increased demand was in part fuelled by social media. The founder of the store Tealife said demand had grown ten-fold. He is always out of stock. "Matcha mania" has resulted in a scarcity that is also affecting Japan's traditional tea ceremonies.

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-5.html>

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

[illegible]