

## Long-established Uji (Kyoto) Tea Brand Opens First Airport Cafe at KIX

-“**Tsuji Rihei Honten KIX BLUE SKY Store**”: Japanese-style Cafe Serving **Matcha-based Menus**  
Popular among Foreign Tourists-

JALUX Inc. (TSE First Section: 2729), which operates “BLUE SKY” shops at 27 airports across Japan, opened a Japanese-style cafe serving items based on matcha at Kansai International Airport (KIX) on February 28, 2019, in collaboration with long-established tea brand Tsuji Rihei Honten.

The cafe, named “Tsuji Rihei Honten KIX BLUE SKY Store,” debuted in the International Gate Area of Terminal 1 at KIX as the first branch run at an airport by Tsuji Rihei Honten, founded in 1860 in Uji, Kyoto Prefecture. In collaboration with the expertise of “BLUE SKY,” it will offer menus featuring matcha, finely ground powder of green tea leaves, which have proven popular among foreign visitors to Japan.

Over 150 years since Tsuji Rihei founded his Uji tea business, it has carried on its tradition of spreading the charm of tea, now boasting a legion of fans abroad. Its quality as well as its view of the world is regarded as exceptional even by ancient capital Kyoto’s standards. At the cafe, guests will enjoy a wide variety of menus, including sweets such as soft-serve ice cream and parfait amply flavored with high-quality, highly fragrant Uji matcha, various kinds of tea, and light meals such as “soba” and “udon” noodles. The space inside the cafe is designed with motifs depicting traditional Japanese culture and the history of Kyoto, entertaining guests with “wa” or the essence of Japan before their departure.

All the staff at “Tsuji Rihei Honten KIX BLUE SKY Store” are looking forward to offering hospitality to guests during their pre-flight time there.



Shop exterior  
&  
Menu Examples

## Shop outline

-Shop name: "Tsujirohei Honten KIX BLUE SKY Store"

-Location: International Gate Area

3rd floor of Terminal 1 Building

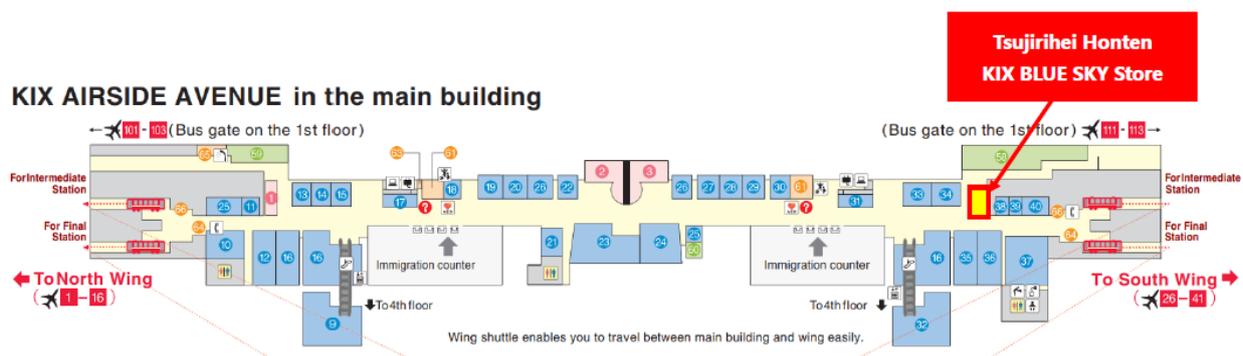
Kansai International Airport

-Opening hours: 7:00 - 24:00

URL: <http://japanshopping.org/archives/shop/23325>

Tsujirohei Honten: <http://www.tsujirohei.co.jp/en/>

## Floor guide:



## About JALUX Inc.

JALUX Inc. is a trading company having its own strength in the aviation and airport-related domains. It provides original value-added products and services in following four business domains; Aviation & Airport business, Life service business, Retail business and Food & Beverage business.

For details, visit: <http://www.jalux.com/en/profile/>

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