

## 6. Shizuoka Commercial High School

### Sales and Development of Shizuoka Tea Products

Developing top-quality tea products to boost and spread the consumption of Shizuoka tea

Our school is located near Tea Town, where there are tea factories and tea shops. This area is the center of Shizuoka's tea industry. Thanks to our proximity to these locations we were able to sample three varieties of green tea: Yabukita, Tsuyuhikari, and Saemidori, and create an original blend of green tea. Using a new perspective, we worked on developing a product which can be enjoyed by all five senses. We were able to sell this product named 'Soundrink' at events and other locations.

In order to enjoy the deliciousness of Shizuoka tea in a relaxed atmosphere, we attached a 2D code to the tea products, and by reading it with a smartphone, you can listen to the soothing sound of the Abe River in the morning that we recorded.

Furthermore, we have devised 'Let's Learn about Shizuoka Tea! Sugoroku'. This is a sugoroku game that teaches you about tea. We will promote the game so that local people will come to value Shizuoka tea as a local resource.



Students practice selling products



The 'Let's Learn about Shizuoka Tea! Sugoroku' Game