



**Fuelled by
matcha.**

**fit
matcha**

Fuelled by matcha.

The 30 Day Matcha Challenge

Ready to fuel your 2025 with energy, focus and healthier habits?
Join our 30 day Fit Matcha challenge and discover how a small daily change can lead to big results!

The Challenge.

- ✓ Replace one daily beverage (coffee or sugary drinks) with Fit Matcha for 30 days.
- ✓ Follow us and tag us in your journey @fit_matcha on social media.
- ✓ **WIN** Fit Matcha prizes for the most eye catching/inspiring story.

What's in it for you?

- ✓ Starting the year off with a great mindset for health and wellbeing.
- ✓ Building a sustainable continuing wellness habit.
- ✓ The chance to **WIN** weekly prizes for the best social posts
- ✓ **WIN** a Fit Matcha bundle worth over £100

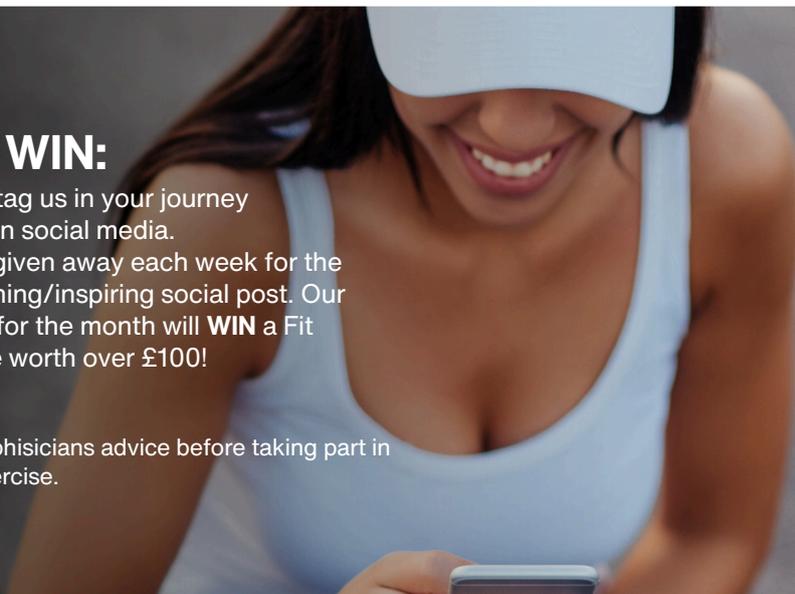
All natural. Vegan. Zero added sugar.



Enter to WIN:

Follow us and tag us in your journey @fit_matcha on social media. One prize will given away each week for the most eye catching/inspiring social post. Our favourite post for the month will **WIN** a Fit Matcha bundle worth over £100!

*Please seek a phisicians advice before taking part in any physical exercise.



Benefits.

Matcha is a unique superfood that offers a variety of benefits for both your body and mind. From providing steady crash-free energy to supporting focus, metabolism and overall wellness, matcha is much more than just a drink. In the following pages we'll explore how matcha's rich nutrients, antioxidants and calming properties can enhance your daily routine and help you build healthy, sustainable habits for a more balanced lifestyle.



Vitality Boosts.

Brain.

Matcha is packed full of polyphenols, L-theanine and chlorophyll all known to support and enhance brain health and function.

Metabolism.

Studies show that matcha can help increase metabolism, making it a great addition to support active lifestyles.

Fibre.

Matcha provides dietary fibre that supports healthy digestion, helping you feel full and satisfied for longer.



Energy.

Matcha provides sustained energy throughout the day, unlike coffee's spikes and crashes.



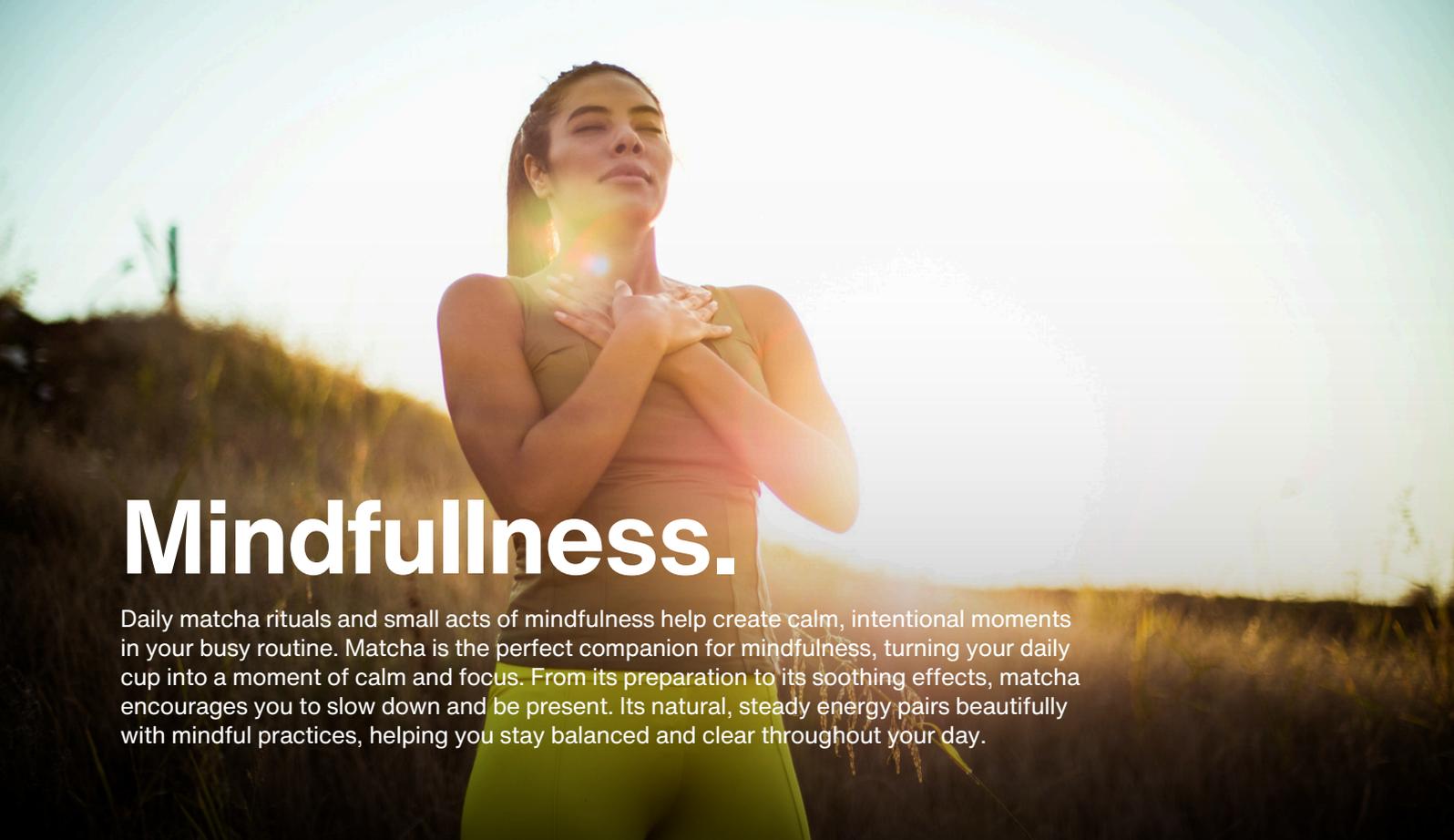
Focus.

Thanks to L-theanine matcha enhances concentration and calmness simultaneously .



Antioxidants.

Matcha has 50 x the antioxidants per gram of spinach. Antioxidants stabilise free radicals that can damage cells.



Mindfulness.

Daily matcha rituals and small acts of mindfulness help create calm, intentional moments in your busy routine. Matcha is the perfect companion for mindfulness, turning your daily cup into a moment of calm and focus. From its preparation to its soothing effects, matcha encourages you to slow down and be present. Its natural, steady energy pairs beautifully with mindful practices, helping you stay balanced and clear throughout your day.

Wellness.

Matcha is a natural fit for healthy habits and wellbeing practices, providing calm energy and focus to enhance your daily routine. A perfect addition to mindful, healthy habits.



Healthier habits.

Build a mindful, sustainable routine by prioritizing matcha over sugary or caffeinated beverages.



Stress reduction.

The calming properties of matcha help reduce anxiety and stress levels.



Better hydration.

Matcha encourages hydration, which improves skin health and overall wellbeing.



Make your matcha.

Start.

Add 1 scoop (1g) of Fit Matcha to a small amount of hot water (80 degrees). Use our Glass Matcha Bottle or a cup/mug.

Bottle.



Shake up your matcha to make a frothy shot.

Cup.



Mix or whisk your matcha into water to make a matcha shot.

Enjoy.

Use your matcha shot to make a variety of matcha drinks. Try adding to hot or cold milk, pouring over ice or blending with a smoothie.



The Challenge.

The “**Fueled by Matcha Challenge**” is a 30-day journey designed to help you build healthier habits and embrace a more energised lifestyle. The challenge is split in to 4 themed weeks:

Week 1 Energise and Reset: focusing on introducing matcha and setting a strong foundation.

Week 2 Build Healthy Habits: You'll layer in simple, sustainable practices like mindfulness and movement.

Week 3 Strengthen and Glow: We shift the focus to fitness, self-care and noticing the positive changes in your body and mind.

Week 4 Empower and Sustain: You'll reflect on your progress and create a plan to maintain your new, healthier lifestyle.



WEEK 1

Energise + Reset.

Week 1 is your introduction to the Matcha reset lifestyle. This week is all about setting the tone for the challenge by replacing your usual drinks with matcha and experiencing its natural steady energy. You'll learn the basics of matcha preparation, explore simple recipes and start incorporating small wellness practices like hydration and mindfulness. By the end of the week you'll feel refreshed, recharged and ready to take on the next steps toward a healthier, more energised you!

DAY 1

Kickoff! Prepare your matcha tools (whisk, bowl, etc.) and make your first cup.

DAY 2

Start a small journal to track how you feel each day. Note energy levels, mood and any other changes.

DAY 3

Hydration Day – Drink at least 2 liters of water.

DAY 4

Try a Matcha Latte recipe. It's included in the recipes section of this download!

DAY 5

Take a 10 minute walk to relax your mind

DAY 6

Share your matcha moment on social media using #FueledByMatcha and @fit_matcha

DAY 7

Rest day – focus on mindfulness with 5 minutes of deep breathing.



WEEK 2

Build Healthy Habits.

Week 2 focuses on consistency and creating habits that stick. By now, matcha is becoming a natural part of your daily routine and this week will help you layer in other healthy practices like mindfulness, hydration and movement. You'll explore new matcha recipes, take small steps toward fitness and find moments of gratitude and calm. This week is all about setting the foundation for long-term wellness, making it easier to stay energised and focused as the challenge continues.

DAY 8

Replace your usual sugary drink with matcha.

DAY 9

Stretch for 5-10 minutes before or after your matcha.

DAY 10

Try a Matcha Smoothie bowl recipe for a mid-morning energy boost.

DAY 11

Practice gratitude – write down 3 things you're thankful for.

DAY 19

Focus on posture while working or exercising.

DAY 13

Create a calming evening routine/replace your afternoon coffee with a matcha.

DAY 14

Share your favourite matcha recipe @fit_matcha



WEEK 3

Strengthen + Glow.

Week 3 is all about building strength both inside and out while embracing the glow that comes from healthy habits. This week, you'll pair your daily matcha ritual with mini fitness challenges, mindfulness practices and even a touch of self-care. From trying an iced matcha to exploring new ways to energise your body, this is your time to feel strong, radiant and unstoppable. By focusing on movement, nourishment and reflection you'll notice how small daily actions create big lasting changes.

DAY 15

Mini fitness challenge – 10 squats, 10 push-ups, 10 lunges.

DAY 16

Make an iced matcha latte. Our blueberry flavoured matcha is an incredible option!

DAY 17

Go for a 15-minute mindful walk.

DAY 18

Experiment with a new matcha flavour combination (e.g., matcha + cinnamon)

DAY 19

Focus on posture while working or exercising.

DAY 20

Matcha Recipe Swap – Share your matcha recipes on your socials and tag us @fit_matcha

DAY 21

Journaling Prompt – “What healthy habits have I noticed so far?”



WEEK 4

Empower + Sustain.

As the challenge enters its final week the focus shifts to sustaining the habits you've built and feeling empowered by your progress. This week is all about reflecting on how matcha has fueled your energy, mindset and overall wellbeing. You'll plan how to keep your matcha ritual a part of your routine, explore creative ways to incorporate it into meals and celebrate your journey with the supportive community. By the end of these 30 days, you'll have the tools and confidence to maintain a healthier, more energized lifestyle beyond the challenge!

DAY 22

Plan your matcha prep for the week ahead. Look ahead in your diary for any points you'll need a boost.

DAY 23

Take a photo of your matcha ritual, tag us @fit_matcha and share whilst reflecting on your progress

DAY 24

Mini fitness challenge – add a plank hold or yoga pose.

DAY 25

Try matcha in a dessert recipe (e.g. matcha energy balls).

DAY 26

Practice mindfulness while sipping your matcha.

DAY 27

Reflect on your energy levels before and after the challenge.

DAY 28

Post your favourite moment from the challenge using #FueledByMatcha @fit_matcha

DAY 29

Share your matcha story – how has this challenge changed you?

DAY 30

Celebrate your success with the community and commit to continuing the habit!

Hot matcha latte.

Ingredients:

- Half teaspoon/1 scoop Fit Matcha
- Milk - coconut, soya or oat are our favourites (240ml)

Make your Fit Matcha shot.

Heat your milk if you want or use chilled from the fridge.

Combine your matcha shot and milk in a mug.

Pro Tip: HOT frothy milk is a game changer!

This breakdown assumes you're using unsweetened milk and no additional sweeteners.



CALORIES

50

PROTEIN

1G

CARBS

2G

FAT

4g

Iced matcha latte.

Ingredients:

- Half teaspoon/1 scoop Fit Matcha
- Ice
- Milk of choice (240ml)

Instructions:

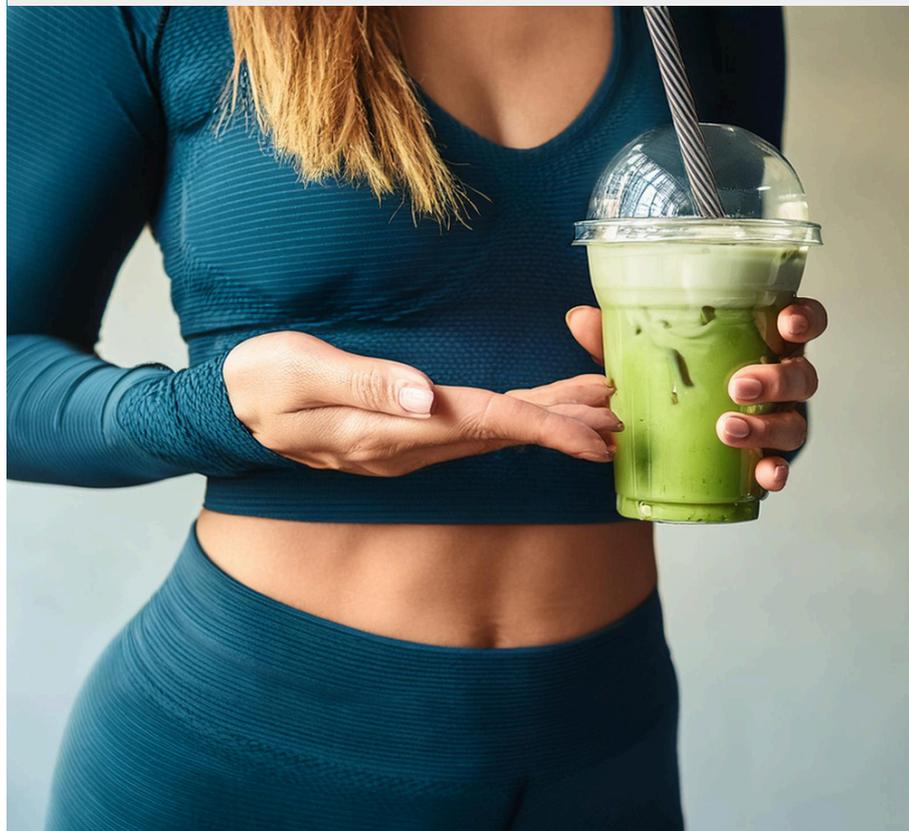
Make your Fit Matcha shot.

Put ice in a glass and pour over your desired amount and choice of milk.

Pour your Fit Matcha shot over your ice and milk.

Stir gently - sip mindfully.

This breakdown assumes you're using unsweetened milk and no additional sweeteners.



CALORIES

50

PROTEIN

1G

CARBS

2G

FAT

4G

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Matcha protein energy balls.

Ingredients:

- 1 cup oats
- 1/2 cup peanut butter
- 1/4 cup protein powder
- 1 tsp/1 scoop Fit Matcha
- 2 tbsp honey

Instructions:

Make your Fit Matcha shot. Mix all ingredients together and roll into balls. refrigerate for 30 minutes till firm.



CALORIES	PROTEIN	CARBS	FAT
150	6G	15G	8G

Matcha green smoothie bowl.

Ingredients

- 1/2 cup spinach
- 1 frozen banana
- 1/2 cup almond milk
- 1 tsp/ 1 scoop Fit Matcha
- 1 tbsp chia seeds.

Instructions:

Make your Fit Matcha shot. Blend all ingredients together in blender. Pour into a bowl, and top with granola and fresh fruit. Enjoy!



CALORIES	PROTEIN	CARBS	FAT
280	7G	42G	10G

From Japan to you.



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