Blue Matcha Explained: It Is Not Matcha

From the teas.co.uk wiki

> **Blue matcha, in summary:** Blue matcha is powdered butterfly pea flower, caffeine-free and colour-led, not green-tea matcha at all, a naming borrow rather than a new matcha.

"Blue matcha" is a brilliant bit of marketing and a category confusion. This sits in the novelty cluster beside butterfly pea.

Last reviewed by the teas.co.uk team in February 2026.

Treat this as general information rather than medical advice, since the evidence and regulation for novelty botanicals vary. If you are pregnant, taking medication or in any doubt, check the current local rules and ask a pharmacist.

Quick reference: "blue matcha" vs real matcha

Aspect	"Blue matcha"	Real matcha
What it is	Powdered butterfly pea flower	Shade-grown green tea
Caffeine	Caffeine-free	Notably caffeinated
Appeal	Vivid blue, colour-change visual	Flavour and a caffeinated cup
Flavour	Mild, largely incidental	Grassy, umami
Health claims	Over-claimed, enjoy aesthetically	Modest, real

What it is, and why the name exists

"Blue matcha" is a brilliant bit of marketing and a category confusion, and the clear definition is the whole point: it is powdered butterfly pea flower, not matcha at all. Real matcha is shade-grown green tea; blue "matcha" shares only the powder format and the latte aesthetic, so the name borrows matcha's trendy, premium, whiskable halo and attaches it to an unrelated blue powder, see what is matcha. The single most important practical consequence is caffeine: real matcha is clearly caffeinated, while blue “matcha” (butterfly pea) is caffeine free, so anyone choosing it expecting a matcha style lift, or avoiding caffeine and assuming all “matcha” has it, is misled by the name. Its real use is visual, and its claims are the same over stated framing as butterfly pea generally, so enjoy it for how it looks rather than for any effect, see tea myths debunked.

How to use it, and what the name distorts

Used for what it actually is, blue matcha is straightforward and fun: whisk the powder into hot water or milk like a latte, add citrus to trigger the dramatic pink-to-purple colour shift, and sweeten to taste, the flavour being mild enough that the appeal is overwhelmingly visual, see butterfly pea. The reason to spend the words on the name rather than the recipe is that the name is the only really misleading thing about it, and it misleads on the two facts a buyer most needs: it implies green tea matcha when it is butterfly pea flower with no tea in it, and it implies matcha like caffeine when it is caffeine free. Strip the borrowed word away and there is no controversy left, a pretty, mild, caffeine-free, colour-changing botanical powder that makes a striking blue latte. The one safety note is the cluster-standard novelty-botanical one: low-risk in normal amounts, but check local rules and ask a pharmacist if pregnant, medicated or unsure.

What to buy

For the real thing, explore matcha; for the blue, butterfly pea. Browse the full tea shop; free UK delivery over £35.

Reference noted

- PubMed: Matcha green tea and human health

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