

The World Green Tea Contest 2018

The World Green Tea Contest is a competitive exhibition to propose innovative products that point to the future of green tea.

The World Green Tea Contest is looking for entries that:

1. Can create new demand.	2. Have a clear concept.
3. Have attractive packaging and name.	4. Are high quality.

*This contest evaluates not only green tea but also fermented (oxidized) tea to give an opportunity for entrants to propose a variety of tea products.

Entry categories and quantity

Categories	Quantity*1
Loose leaf tea	100 g (for evaluation) + 1 bag or box (for display)
Tea bags and others (granules, beverages, etc.)	10 servings (for evaluation) + 1 bag or box (for display)

*1 All entries must include both samples to use for evaluation and for display (quantities indicated above).

Items for evaluation will be used to evaluate the quality of liquor, so please divide into three or more portions. Items for display will be used not only for display but also to evaluate packaging.

*2 If the product in a set composed of three or more items is entered, the entrants need to send 100g loose leaf tea for each two item for evaluation. (In the case the item is tea bag and others, the entrants need to send 10 servings for the two items.) and 20g loose leaf tea for the rest of each item. (In the case, the rest items are tea bags and others, the entrants need to send 4 servings for the rest of each item.)

Categories of evaluation and scoring

1. **Packaging** (Concept & naming: 20 points; Package design: 20 points, Cost-performance: 20 points)
2. **Quality of liquor** (Brewed aroma: 20 points, Brewed taste: 20 points)

Awards

Grand Gold Medal, Gold Medal, Package Award, Frontier Award, Consolation Prize

Winning products will receive a plaque and an original World Green Tea Association sticker in addition to being featured on the Association's O-CHA NET website, and displayed at events.

Eligibility

- Entries are restricted to processed tea made of "Camellia sinensis" and sellable merchandise.
- Tablets and capsules will not be accepted as entries.
- Filing patents or utility models, or registering trademarks for products are the responsibility of entrants.
- Entrants may include analysis data to help distinguish their entry if necessary.

Fees

The cost to enter is 10,000 yen per entry; there are no refunds. (Special rate for international entrants)

Entrants will receive a notification on payment instructions once their application is received.

Entry Procedures

Send application form on the website by email no later than July 1, 2018.

One application form is required per entry.

Send entry along with a copy of the application form to Shizuoka Prefecture Tea Research Center so that it arrives between July 2 and 6, 2018. Each entry must include all items being submitted for that entry.

Schedule

April 1 to July 1, 2018	Application period
July 2 to 6, 2018	Entry submission period
Mid-August, 2018	Evaluations
(Expected in) Autumn 2018	Award ceremony-Shizuoka Japan

Address for applications and contact information

Submit applications by July 1, 2018.

14-1 Minamicho, Suruga-ku, Shizuoka-shi 422-8067 Japan

World Green Tea Association **World Green Tea Contest 2016**

Phone +81-54-654-3700 Fax +81-54-202-1460 Email tea@o-cha.net

Shipping address for entry submissions

Send entry along with a copy of the application form to Shizuoka Prefecture Tea Research Center so that it arrives between July 2 and 6, 2018. Each entry must include all items being submitted for that entry.

1706-11 Kurasawa, Kikugawa city 439-0002 Japan

Shizuoka Prefecture Tea Research Center **World Green Tea Contest 2018**

*Direct any inquiries about shipping to the World Green Tea Association.

The World Green Tea Contest 2018 Application Form

Date _____ (Day, Month, Year)

Country _____

Address _____

Name of organization _____

Name of person in charge _____

Phone/Fax _____

Email _____

URL _____

※Please attach a color photo of your product here. The photo is used for an evaluation document.

※Please refer the following URL for the product photo.

<http://www.o-cha.net/kyoukai/contest/2017.html>

Entry category <input type="checkbox"/> Loose Leaf Tea <input type="checkbox"/> Tea Bag <input type="checkbox"/> Granule <input type="checkbox"/> Beverage Ingredients <input type="checkbox"/> Leaf Tea only <input type="checkbox"/> Other ingredients included	Name of entry(English only, no other language)
	Meaning/origin of name

Concept of development		Target market
Volume of item(s) (g/item) For sets, list the volume for each item, and circle 2 you wish to be evaluated for quality.	Price	Sales results (2017 fiscal year) units Sales plan (2018 fiscal year) units
Key features/selling points:		
Materials, ingredients, and manufacturing method		