

The World Green Tea Contest 2015

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	150 g (for evaluation) + 2 bags or boxes (for display)
Tea bags and others (granules, beverages, etc.)	10 servings (for evaluation) + 2 bags or boxes (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 When a product in a set composed of three or more items is entered, two of them will be used to evaluate the quality of liquor, so entrants should indicate which two they want to be evaluated. If the set includes green tea items, those must be chosen as the two items.

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 printed on the back of this sheet by email, fax, or post no later than July 3, 2015.
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 6 and 10, 2015. Each entry must include all items being submitted for that entry.

Schedule

April 1 to July 3, 2015	Application period
July 6 to 10, 2015	Entry submission period
Mid-August, 2015	Evaluations
November	Award ceremony

Address for applications and contact information

Submit applications by July 3, 2015.

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

World Green Tea Association **World Green Tea Contest 2015**

Phone +81-54-654-3700 Fax +81-54-202-1460 email info@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 6 and 10, 2015. 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 2015**

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

The World Green Tea Contest 2015 Application Form

Date _____ (Day, Month, Year)

Country _____

Address _____

Name of organization _____

Name of person in charge _____

Phone/Fax _____

Email _____

<p>Entry category</p> <p><input type="checkbox"/> Loose Leaf Tea</p> <p><input type="checkbox"/> Tea Bag</p> <p><input type="checkbox"/> Granule</p> <p><input type="checkbox"/> Beverage</p> <p>Ingredients</p> <p><input type="checkbox"/> Leaf Tea only</p> <p><input type="checkbox"/> Other ingredients included</p>	<p>Name of entry</p> <hr/> <p>Meaning/origin of name</p>
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Concept of development	Target market	
<p>Volume of item(s) (g/item)</p> <p>For sets, list the volume for each item, and circle 2 you wish to be evaluated for quality.</p>	<p>Price</p>	<p>Sales results (2014 fiscal year)</p> <p style="text-align: right;">units</p> <p>Sales plan (2015 fiscal year)</p> <p style="text-align: right;">units</p>
Key features/selling points:		
Materials, ingredients, and manufacturing method		