

The World Green Tea Contest 2017

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 June 30, 2017.

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 3 and 7, 2017. Each entry must include all items being submitted for that entry.

Schedule

April 1 to June 30, 2017	Application period
July 3 to 7, 2017	Entry submission period
Mid-August, 2017	Evaluations
October-November	Award ceremony in Shizuoka, Japan

Address for applications and contact information

Submit applications by June 30, 2017.

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 3 and 7, 2017. 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 2017**

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

The World Green Tea Contest 2017 Application Form

Date _____ (Day, Month, Year) Country _____

Address _____

Name of organization _____

Name of person in charge _____ Phone/Fax _____

Email _____ URL _____

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 (2015 fiscal year) units Sales plan (2016 fiscal year) units
Key features/selling points:		
Materials, ingredients, and manufacturing method		
About "The Awarded Tea Auction" *Please tick a box. If the tea item won a prize, I <input type="checkbox"/> agree or <input type="checkbox"/> disagree with using my entered tea item for the auction. The revenue from the auction is used for the PR activity & the next World Green Tea Contest. This auction is intended to this year's awarded tea item in the contest. It is not necessary to submit additional tea items.		