

# The World Green Tea Contest 2019

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 black tea and oolong tea etc. 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 bags or boxes (for display)
Tea bags and others (granules, beverages, etc.)	10 servings (for evaluation) + 1 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 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 June 30, 2019.

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 1 and 5, 2019. Each entry must include all items being submitted for that entry

## Schedule

April 1 to June 30, 2019	Application period
July 1 to 5, 2019	Entry submission period
Mid-August, 2019	Evaluations
(Expected in) Autumn 2019	Award ceremony-Shizuoka Japan



## Others

The venue of evaluations (except the evaluation for liquor quality) are partly open to the public.

The submitted products for this contest might be used for the promotion of World Green Tea Contest.

## Address for applications and contact information

Submit applications by June 30, 2019

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

World Green Tea Association "World Green Tea Contest 2019"

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 1 and 5, 2019. 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 2019"

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

# The World Green Tea Contest 2019 Application Form

Country \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Name of organization \_\_\_\_\_

\_\_\_\_\_

Name of person in charge \_\_\_\_\_

Email \_\_\_\_\_

URL \_\_\_\_\_

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

※Please do not include any other things except the product itself.

※Please refer the following URL for the product photo. <http://www.o-cha.net/kvoukai/contest/2018.html>

<b>Entry category</b> <input type="checkbox"/> Loose Leaf <input type="checkbox"/> Tea Bag <input type="checkbox"/> Granule <input type="checkbox"/> Beverage <input type="checkbox"/> Others (                    )	<b>Ingredients</b> <input type="checkbox"/> Leaf only <input type="checkbox"/> Other ingredients included	<b>Category</b> <input type="checkbox"/> Green tea <input type="checkbox"/> Partially-oxidized tea <input type="checkbox"/> Black tea <input type="checkbox"/> Post-fermented tea <input type="checkbox"/> Others (                    )	<b>Name of entry (English only)</b>
			<b>Meaning/origin of name</b>

\*What is referred as "oxidized" is oxidation caused by enzymes like Oolong tea, Pouchong tea etc

<b>Concept of the product development</b>		<b>Target market</b>
<b>Volume of item(s) (g/item)</b>	<b>Price (w/o tax)</b>	<b>Sales results (2018 fiscal year)</b> units
For sets, list the volume for each item, and circle 2 you wish to be evaluated for quality.		<b>Sales plan (2019 fiscal year)</b> units
<b>Key features/selling points:</b>		
<b>Materials, ingredients, and manufacturing method</b>		