



The World Green Tea Contest 2025

The World Green Tea Contest is a competition for innovative products that point to the future of tea. We are looking for entries that:

- ◇ Show promise to create new demand
- ◇ Have a clear concept
- ◇ Have an attractive package and name
- ◇ Are high quality

1 Quantity of Entries (See "Important Reminders" on the back for quantities if your entry is a set of multiple items.)

Category	Loose leaf tea	1 product + 100 grams (for liquor evaluation)
	Other (tea bags, powder, packaged drinks, etc.)	1 product + 10 servings (for liquor evaluation)

• The tea leaves for the liquor evaluation must be the same as the tea in the product.

2 Evaluation Categories and Scoring (100 points total)

- (1) Product: Concept & Naming (20 points – includes review of application documents)
 Package (20 points) Value for price (20 points)
- (2) Liquor: Aroma (20 points) Taste (20 points)



3 Awards

Grand Gold Prize, Gold Prize, Package Grand Prize, Frontier Prize, Special Prize, Eco-Products Prize, etc.

Note: Winning entrants will receive a plaque, and their winning product will be displayed on the World Green Tea Association's O-CHA NET website and at events.

A maximum of two products may win each award (Grand Gold Prize and Gold Prize only).

4 Entry Fee

¥15,000 per entry (The fee is the same whether you are in or outside Japan. For World Green Tea Association members, the fee is ¥10,000.)

5 Entry Requirements

- (1) Entry must be a drinkable tea in which the main ingredient is *Camellia sinensis*.
- To increase the variety of entries, the contest is open not only to green tea but also to other teas including black and oolong.
- (2) Products in which the taste or aroma cannot be evaluated, such as tablets and capsules, are not eligible for entry.
- (3) Entry must be a product that is currently, or scheduled to be, on the market.
- (4) Entry must be labeled in accordance with relevant laws and regulations.
- (5) Filing patents, utility models, and trademarks for products is the responsibility of the entrant. If a problem should arise after receiving an award, the award may be revoked.
- Be sure to check the Patent Office website to make sure the name of the product you are entering is not too similar an existing trademarked name.
- (6) Entrants may include results of analyses and other data to help differentiate their entry if necessary.

6 How to Enter (and Schedule)

- (1) Send entry form
 Download the entry form on the World Green Tea Association website (<https://www.o-cha.net/kyoukai/contest/>), fill in the required fields, and email the completed form with one photo of the product to: tea@o-cha.net

The number of entries by the same entrant is limited to 2 products.

Please be aware that applications not using the above-mentioned entry form will not be accepted.

Entry forms must be received between: *The late entries will not be accepted.

April 1 – June 15, 2025 for entrants outside Japan

April 1 – June 30, 2025 for entrants within Japan

***Deadlines for entry forms differ depending on whether you are in or outside Japan.**

- (2) Once your entry form has been confirmed, you will be sent an email on details including where to send your entry and how to pay the entry fee.

Entries must be received between: July 7 – 10, 2025 (late entries will not be accepted)

Payment deadline: July 10, 2025 (bank transfer should be made under the name of the entrant)

Evaluations: Mid-August 2025

Award ceremony: October 2025 at the venue of World Tea Festival (tentative)

7 Others

- Please note that the evaluation venue is open to public, and photography of tea products will be also permitted.
- Entries may be used for promoting the World Green Tea Contest and World Green Tea Association.

Important Reminders

Regarding World Green Tea Contest Entries

*Be sure to read before entering.

Entries by World Green Tea Association Members

Members (both individuals and organizations) of the association will receive a discount on the normal entry fee (¥10,000 instead of ¥15,000) regardless of whether they are in or outside Japan. However, to receive the discount, the name on the entry form must match the member's name. Individual members who want to receive the discount must enter under their name, which will be the name on the plaque if said member wins an award.

Quantity of Entries

- Entrants must send one product, and 100 grams of tea leaves for the liquor evaluation. The tea for the liquor evaluation (100 grams for loose leaf tea or 10 servings for non-loose leaf) must be the same as the product and be sent in a way that ensures the quality will be preserved.
- If the entry is a set of multiple items, choose one of the items for the liquor evaluation. Send 100 grams of the one you have chosen (or 10 servings for non-loose leaf). For the other items in the set, send 20 grams each (or 4 servings for non-loose leaf).
- If your entry is a packaged drink, contact us for details on the quantity to send.

Products in a Series with the Same Concept

Products in a series with the same concept do not count as a set if the products have variations in packaging or contents and are sold separately. One entry form must be submitted per product.

Number of Entries/Awards (Grand Gold Prize and Gold Prize)

The number of entries by the same entrant is limited to 2 products and, a maximum of two products may win each award (Grand Gold Prize and Gold Prize only).

Entry Forms

Use the entry form provided on our website and be sure to stay within the word limit for each field. Once you have completed the form, send it to: tea@o-cha.net

Attach one photograph of the product you wish to enter in the email when sending the form.

Download the entry form at: <http://www.o-cha.net/kyoukai/contest/>

Please be aware that applications in other formats will not be accepted.

Payment of Entry Fee

Pay the fee via bank transfer under the entrant's name to the designated account by the deadline.

Entrants will be expected to pay any transfer fees.

Other

Please be aware that if your entry is not accepted due to not submitting your entry on time or omissions on the entry form, your entry and fee will not be returned.

Contact Information;



Address:

Mizunomori Bldg. 3rd Fl, 14-1 Minami-cho, Suruga-ku,

Shizuoka 422-8067 Japan

Phone: 054-654-3700 Email: tea@o-cha.net

<https://www.o-cha.net/>