



The World Green Tea Contest 2021

The World Green Tea Contest is a competition for innovative products that point to the future of tea.

The World Green Tea Contest is looking for entries that:

- show promise to create new demand
- have a clear concept
- have an attractive package and name
- are high quality

1 Entry Categories and Quantity

Category	Loose leaf tea	100 grams (for liquor evaluation) + 1 bag or box (for display)
	Other (tea bags, powder, bottled beverage, etc.)	10 servings (for liquor evaluation) + 1 bag or box (for display)

※The sample provided for display will be used for the product evaluation and as a spare sample for the liquor evaluation, so please submit a complete product that includes tea.

2 Evaluation Categories and Scoring

Product (Concept & naming: 20 points; Package design: 20 points; Cost effectiveness: 20 points)

Liquor (Aroma: 20 points; Taste: 20 points)

Total: 100 points

3 Awards

Grand Gold Prize, Gold Prize, Package Grand Prize, etc.

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

4 Entry Fee

¥10,000 per entry (The fee from overseas is ¥10,000 per entry.)

5 Entry Requirements

- 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.
- Products in which the taste or aroma cannot be evaluated, such as tablets and capsules, will not be accepted for entry.
- Entry must be a product that is currently, or scheduled to be, on the market.
- Entry must be labeled in accordance with relevant laws and regulations.
- Filing patents, utility models, and trademarks for products is the responsibility of the entrant.
- Be sure to check the Japan Patent Office website to make sure the name of the product you are entering is not too similar to a trademarked name.
- Entrants may include results of analyses and other data to help distinguish their entry if necessary.

6 How to Enter

Send entry form and fee between April 1, 2021 and June 30, 2021.

Download the entry form from the World Green Tea Association website (<http://www.o-cha.net/kyoukai/contest/>), fill in the required fields, and email it to: tea@o-cha.net

Send the entry fee to the account below via bank transfer. Payment must be made in the name of the entrant.

N.B. the payments should be made in JPY only.

KINDLY REMIT SUFFICIENT FUNDS TO COVER BANK CHARGES BOTH DOMESTIC AND OVERSEAS

Send payment to: Bank Name **[Suruga Bank]**, Branch Name **[Shizuoka Minami Branch]**, SWIFT Number **[SRFXJPJT]**
Account Name **[World Green Tea Association]**, Account Number **[ordinary account, 2173142]**

Send entry between July 5–8, 2021 (late entries will not be accepted).

Send the entry with a copy of the entry form to the address below. (Direct inquiries about shipping to the World Green Tea Association)

“World Green Tea Contest 2021” Shizuoka Prefecture Tea Research Center
Address: **1706-11 Kurasawa, Kikugawa-shi 439-0002 Japan**

Evaluations: mid-August 2021

Award ceremony: Autumn 2021 (tentative)

7 Others

- The venue where evaluations will be held will be open to the public, except during evaluations of the liquor. When entering the venue, please make sure you do not interfere with the evaluations.
- Entries may be used for promoting the World Green Tea Contest.