

Hong Kong International Tea Competition 2017

Background

To foster Hong Kong's position as a premier tea trading hub, the Hong Kong Trade Development Council (HKTDC) organises the 9th edition of Hong Kong International Tea Competition 2017 which gathers precious tea worldwide to compete for this prestigious.



Eligibility

- All local and overseas exhibitors of the HKTDC Hong Kong International Tea Fair 2017
- Contestant must be registered under a company.
(Remarks: Tea agents should provide brand owner's authorization letter to join the competition)
- Each entry must be a branded product that has been launched for more than 6 months

Category and Prizes

Outstanding Tea Award

- **Categories:** (1) Green Tea
(2) Oolong Tea
(3) Black Tea (Orthodox)
(4) Black Tea (C.T.C.)
(5) Chinese Black Tea (excl. Pu'er)
(6) Pu'er Tea (incl. Raw Pu'er, Treated Pu'er, loose tea and compressed tea)
(7) Others, e.g. White Tea, Yellow Tea, Scented Tea, etc. (excl. Herbal Tea)
- **Judging criteria:** Leaf Appearance, Soup Colour, Aroma, Taste & Leaf Base
- **Prizes:** (i) Each category consists of Champion, 1st runner-up, 2nd runner-up and Merit award
(ii) One entry out of all categories will be selected for "The Best Aroma Award" and "The Best Taste Award"
- **Each company can submit max 5 entries for each category and join more than one tea category**

(The tea leaves are classified by the degree of fermentation within the tea making. Participants should be responsible to enter the samples into the right categories. If the tea enter a wrong category, the organiser or Judging Panels reserves the right to disqualify or to put it into another category when appropriate)

Exposure of Winning Teas

- ✘ Media Exposure
- ✘ Display during HKTDC Hong Kong International Tea Fair (the fair)
- ✘ Be invited to join number of events of the fair: award presentation ceremony and exclusive tasting session to meet with buyers and media.
- ✘ Exposure and tasting opportunity in selected prestige hotels and F&B outlets
- ✘ Be granted the logo of the 2017 Awards for further international promotion of the winning tea
- ✘ Tea tasting at selected cocktails of HKTDC's fairs

Application Method and Enquiries

To join the competition, please submit the application form with tea samples **on or before 21th June 2017** to "Unit 7, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong".

Should you have any enquiries, please feel free to contact Mr Kevin Koo [Tel: (852) 2240-4124;

Email: kevin.wh.koo@hktdc.org.

Materials for Submission

- At least 500g tea sample or 2 tea cakes for each entries (the package of the tea sample must have the standard label for identification purpose).
- Award winners have to provide extra 1kg tea sample / 4 tea cakes for guests' free tasting at the Tea Reception on 17 August 2017 and for post fair international promotion.
- The samples should be well labelled, packed, sealed and be sent in in a good, protective and safe way.

Judging Method

- The Judging Session will be held on 16 August 2017 at Hong Kong Convention and Exhibition Centre. Each entry will be assigned a secret code and be blind tasted and evaluated.
- The judging panel consists of internationally renowned tea experts from major tea producing and import regions, to ensure the fairness and justice of the competition.

Result Announcement

- All contestants will be notified of results by email or post on or before 17 August 2017. All winners will be notified individually by phone to attend the presentation ceremony held in the "HKTDC Hong Kong International Tea Fair – Tea Reception" on 17 August 2017.

Disclaimer

- All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
- The Organiser shall be under no liability in any event for the deterioration, loss, damage or destruction of the submitted tea samples hereunder from any cause.
- The Organiser will exercise maximum care in handling all submitted tea samples; however, the Organiser will assume no liability for any assurance on the quality of the samples.
- The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
- The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
- All matters of disputes are subject to the final decision of the Organiser.
- If the tea enters a wrong category, the organiser or Judging Panels reserves the right to disqualify or to put it into another category when appropriate.

Form 13	HKTDC Hong Kong International Tea Fair 2017 17-19/8/2017	Return to: Hong Kong Trade Development Council (Exhibition Department) Unit 7, Expo Galleria, HKCEC, 1 Expo Drive, Wan Chai, Hong Kong Tel: (852) 2240 4124 Fax: (852) 2270 5806 Email: kevin.wh.koo@hktdc.org To: Mr Kevin Koo
Application Deadline 21 June 2017 (According to the Postal Date)		

“Tea Competition 2017” Application Form

Exhibitor Information

#Company Name		#Booth No	
Website			
#Contact Info	Contact Person		Title
	Email Address		Office Tel
	Name of On-site Representative		On-site Mobile

Award Category

<u>Outstanding Tea Award</u>						
Each company can join more than one category of the followings. Each company can submit max.5 entries for each category.						
	#Type of leaf e.g.Caylon Black Tea, Sencha	#Product Name	#Brand Name	#Year of Production	#Country of Origin	#Recommend Retail Price per Gram (HKD)
Green Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Oolong Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						

	#Type of leaf e.g.Caylon Black Tea, Sencha	#Product Name	#Brand Name	#Year of Production	#Country of Origin	#Recommend Retail Price per Gram (HKD)
Black Tea (C.T.C)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Black Tea (Orthodox)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Chinese Black Tea (Excluding Pu'er)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Pu'er Tea						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						
Others - White Tea, Yellow Tea or Scented Tea (Excluding Herbal Tea)						
Product 1						
Product 2						
Product 3						
Product 4						
Product 5						

Application Check List:

- 1) Completed and signed application form
- 2) The sales record of the participating tea in the past 6 months (e.g. invoice, promotional leaflet)
- 3) Tea agents have to submit an authorization letter issued by the brand owner (if applicable)
- 4) Tea Sample / Tea Product (together with any relevant promotional materials) (to be delivered on or before 21 June 2017)
(At least 500g Tea Sample / 2 Tea cakes; the package of tea sample must have the standard label for identification purpose – see above.)
(All the awarded companies are obligated to sponsor additional 1kg Tea sample / 4 Tea cakes for guests' free tasting in the Tasting Session on Winning Teas of Int'l Tea Competition on 17 August 2017.)

Format of Label

Company Name	HK Tea Export Co
Booth No	3D-B02
Tea Category	Outstanding Tea Award: Black Tea
Tea	Earl Grey
Brand Name	Top 1

Terms & Conditions:

- 1) Contestant must be registered under a company. (Remarks: Tea agents should provide brand owner's authorization letter to join the competition)
- 2) Each entry must be a branded product with package and marketability for more than 6 months.
- 3) Contestants for the "Outstanding Tea Award" can submit max 5 entries for each category and join more than one category.
- 4) Contestants for the "Outstanding Tea Award" should provide at least 500g tea sample or 2 tea cakes for each entry (the package of the tea sample must have the standard label for identification purpose). Award winners have to provide extra 1kg Tea sample / 4 Tea cakes for guests' free tasting in the Tasting Session on Winning Teas of Int'l Tea Competition on 13 August 2016 and for post fair promotion collaborated with local hotels and restaurants.
- 5) All submitted tea samples will be used for judging purpose, and will not be returned to the contestants.
- 6) The Organiser shall be under no liability in any event for the deterioration, loss, damage or destruction of the submitted tea samples hereunder from any cause.
- 7) The Organiser will exercise maximum care in handling all submitted tea samples; however, the Organiser will assume no liability for any assurance on the quality of the samples.
- 8) The Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
- 9) The Organiser reserves the right to cancel any category if the number of entry falls short of expectation.
- 10) All matters of disputes are subject to the final decision of the Organiser.

Declaration:

- 1. I agree to the Organiser will not be held responsible for infringement of trademark and brand name connected with tea entered in the competition.
- 2. I agree to indemnify the Organiser against all actions, claims, demands and expenses relating to or arising out of my entry in this competition.
- 3. All submissions must be submitted to the Organiser by email, post or fax on or before the above deadline.
- 4. Our Company has read the "Terms & Conditions" of the Competition and agrees to abide by them.

Name _____

Company Chop _____

Signature _____

Date _____