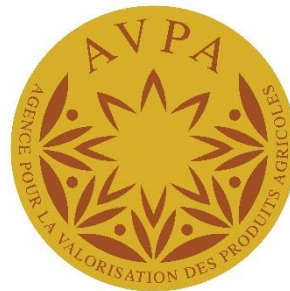




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Association sans but lucratif
Espace Altura
46 rue Saint-Antoine
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2nd "Teas of the World" International Contest AVPA - Paris 2019

Rules, Terms and Conditions

Article 1 : AVPA Mission statement

The "Agence pour la Valorisation des Productions Agricoles" (AVPA) organizes an International tea Contest, which first goal is to reward the excellent work of tea producers. Their effort would be in vain without the value chain that puts their teas in contact with consumers. The AVPA-Paris Contest thus fulfills a second goal: to acknowledge the involvement of each stakeholder within the value chain to promote the producers' work and make it available.

Entities other than producers may enter teas in the AVPA-Paris Contest, as long as their producers are clearly identified in the event of a reward. These entities are buyers, exporters, importers and distributors.

The Contest rewards:

- The producer, with a prize (see Article 5.5) for the exceptional sensory quality of certain specialty teas, relative to their origin and the care brought in their making.
- The owner of the commercial packaging, as he may use the reward awarded to the producer on his sales units and communication media.

The originality and legitimacy of this Contest does not lie in the celebration of teas which could please the majority but in the ability of these teas to express the typical character of their nature.

To the extent that a universal good taste is an illusion, it would not make sense to choose the "best tea of the world"; but since homogenous tea categories do exist, it is possible to determine for each category those teas which most express its qualities and character.

In order to ensure perfect transparency and total equality among the participants in this competition, AVPA has established these regulations in French and English. It is available on request.

In case of dispute, the French version of this document will be legally binding.



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Article 2 : Participants

2.1. Nature of the participants

The Contest is open to any entity able to take responsibility for a tea (with a brand and commercial packaging), provided that it is able to certify the accuracy of the required information about the origin and the characteristics of the tea, including the identity of the producer. These entities include:

- Producers. Any entity that supports the managerial organization, including the payment of the growers, the transport of the leaves, the production and the marketing of the tea.
- Buyers of producer countries, or exporters. These companies in the producing countries buy teas, either through auctions or private sales, to export them to various consumer countries or to sell them to domestic market distributors.
- Buyers of consumer countries, or importers.
These companies located in consumer countries buy teas from previous buyers or directly from producers to sell them to domestic or regional market distributors. An importer may also be a distributor.
- Distributors within consumer countries. These companies sell teas to final consumers. A distributor can buy teas from producers, importers, or employ its own buyers. He takes commercial responsibility for teas by placing his name on the label, thereby acting as the depository of the trust between consumers and producers.

It is understood that buyers and distributors must have the means of genuine traceability in accordance with the sanitary standards in force in the country of sale.

The participants must be able to:

- Provide the detailed information required in the registration form, among which: the producer's name, the date and location of picking, the cultivar.
- Present the tea packaged in units of maximum 1kg to maintain its freshness, along with a full commercial label.

2.2. Participants' obligations

Participating in the Contest entails from the candidates:

- To accept these Rules and any decision taken by the Jury (as defined in Article 3).
- To comply with the financial terms indicated on the registration form, in the absence of which the participation cannot be taken into account.
- For buyers and distributors, to commit to communicate their distinction to the producer of a rewarded tea.



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- The possibility, if he has received a medal, to represent it on its commercial packaging and / or its communication media under the terms of the license agreement issued each year by AVPA and which will be signed by the participant.
- To pledge to exhibit his Certificate, "Gourmet Product" diploma and / or that of his AVPA medal in the commercial spaces, fixed or temporary, which he will animate during the two years following these rewards. For this purpose, he will be allowed to publish as many reproductions as necessary.
- At the end of the Contest, each medal winner agrees to send to AVPA a minimum of 500g of tea packed in usual sales units, to participate in the association's promotional campaign. An exception may be made for small-holders who grow tea on 1ha or less, with a minimum of 200g.

The preparation of the Contest entails that candidates must:

- Send samples (200g per tea) of the current year, or vintage if necessary, without additives and respecting the good practices of the trade, accompanied by all the details required on the registration form.

The communication of the Contest demands that each candidate:

- Agrees in advance that his name will be mentioned by AVPA when the Contest results are published, if he wins an award.

Article 3 : Composition of the Jury

3.1. Nature and role of the Jury

The AVPA brings together two juries, characterized by their cultural and linguistic homogeneity as well as the diversity of their viewpoints. They thus give an opinion representative of "French" culture and taste. The decisions of each jury are sovereign and cannot be appealed to.

A first jury is comprised of tea, taste and gastronomy professionals. Among the teas presented to the Competition, this jury elects those which prove and exceptional taste quality, and can therefore be deemed "gourmet". These teas are guaranteed to receive a reward.

The chairman of the professional jury is appointed by the AVPA board. He or she gives his/her consent to the final constitution of the jury.

A second jury gathers tea and gastronomy enthusiasts, representative of the specialty tea consumer profile. The opinion of these enlightened amateurs tempers that of the professionals. The preferences expressed by this jury decide the awards.

3.2. Technical Committee

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The person in charge of the “Teas of the World” World Contest within AVPA is assisted by two tea experts among the members of the professional jury, forming the Technical Committee. This Committee inspects the teas received in order to check their validity and their classification by category. It does not issue any opinion until both juries are held.

Article 4 : Methodology of the Contest

4.1. Tea classification

The tea samples are classified in the most relevant way within the following system:

- Green tea
 - Pan-fired green tea
 - Steamed green tea
 - Shaded steamed green tea
 - Green tea powder
 - Roasted green tea
 - Roasted green tea consisting of 50% stems or more
- White tea
 - White tea made of buds only
 - White tea made of 50% leaves or more
- Yellow tea
 - Yellow tea from green tea
 - Yellow tea from white tea
 - Yellow tea from black tea or dark oolong
- Wulong tea
 - Low oxidation oolong tea
 - Rolled
 - Twisted
 - Roasted
 - High oxidation oolong tea (includes rock teas)
 - Rolled
 - Twisted
 - Roasted
- Black tea
 - Darjeeling Spring flush
 - Darjeeling Summer and Autumn flushes
 - Broken black tea
 - Whole leaf black tea
 - Without buds
 - 50% buds or less
 - Buds only

- Dark tea

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- Raw (sheng)
- Less than 5 years of age
 - Loose leaf
 - Compressed
 - 5-15 years old
 - 15-25 years old
 - Older than 25 years old
- Cooked (shu)
 - Loose leaf
 - Compressed

This classification ensures that the teas are tasted in homogeneous taste groups. The medals are awarded in a group as soon as it is wide enough (at least 8 teas). If a group is too small to yield a medal in its own right, it will be pooled with the parent group, in which the medals will be awarded.

4.1bis. Herbal teas , i.e plants other than camellia sinensis

Herbal teas have their place in this competition because of their taste quality, economic reality and cultural representativity. However, given the immense variety of these plants, it is unlikely that they can be pooled and compared together (i.e. 10 different verbenas among which to elect the best). Therefore, the herbal teas category will only yield Gourmet certificates recognizing their quality, but no gold, silver or bronze medals to class them in hierarchy.

4.2. Steeping procedure

4.2.1. Principles

The tasting will adopt a single brewing method. We must not oppose traditions or habits linked to different cultures, occupations or teaware. The brewing method for each group will be defined by three main constraints:

- To express the most balanced taste profile in a single steeping;
- Be feasible under the specific conditions of tasting panels (time limit, judges' concentration, available ware);
- The comparative tasting method by group necessarily entails groups by steeping: a tea requiring too peculiar a steeping will be steeped with those and like those closest to it.

The aim is to achieve a relevant and replicable result in a variety of brewing environments. We do not claim that the brewing method adopted is universal or better than another.

The brewing method for each group of tea is defined by the Technical Committee (3.2).

The exploration of a tea through several steepings and several methods can be the subject of a consultancy briefing independent from the Competition.

4.2.2. Water used for brewing

Volvic, or any other neutral pH water with a dry residue of between 100 and 150mg/l.

4.2.3. Brewing temperature

- 95°C for



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- high oxydation oolong teas (and yellow teas on this basis)
- most black teas
- most dark teas
- 90°C for
 - low oxydation oolong teas
 - white teas (and yellow teas on this basis)
- 85°C for
 - spring Darjeeling teas
 - loose leaf raw dark teas
- 80°C for
 - most green teas (and yellow teas on this basis)
- 70°C for
 - shaded steamed green teas
- 60°C for
 - powder green teas (matcha)

4.2.4. Steeping time and water/leaf ratio

These parameters are defined by the Technical Committee for each tea, based on the samples received and the grouping of them. Participants are encouraged to share their recommendations for steeping, which will be applied whenever possible.

4.2.5. Teaware for the Contest

The samples will be steeped according to the ISO 3103:1980, in recipients of white porcelain without any filter: filtration will happen at the spout level, leaving the leaves free and avoiding contact with another material that may alter the taste.

The tasting takes place in a separate space from the preparation space. It follows the cupping procedure, where tasters come and take a spoonful of tea from the cup. Still water is available to tasters to rinse their mouth and their spoon between two teas.

Article 5 : Contest steps

5.1. Sample check

All samples must be received at least one week (7 days) before the first jury is held. The Technical Committee (as defined in Article 2) gathers a few days ahead:

- To check if the teas match the category mentioned on the registration form, or if they must be re-assigned;
- To put aside teas that show noticeable defects in relation to their category.

5.2. Evaluation criteria



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The Professional Jury defines the objective organoleptic characteristics and disqualifying defects for a tea of gastronomic quality. The members of the juries will mainly pay attention to the clarity, the sequence and the harmony of the flavours, the originality as well as any defects.

The complete scoring grid is designed by the Technical Committee (3.2) and remains confidential.

The precise analysis is available on request for a fee for each tea submitted to the contest: this option is shown on the registration form.

5.3. Physical preparation of the Contest

- Codification: each tea will be assigned a code, which will only be known by the secretary and not by the Jury.
- Sample preparation: confidential, in a room next to the tasting room.
- Tasting: in a calm and clear space, without parasite smell or sound.

5.4. Final evaluation by the juries

The professional jury elects among the teas presented those whose taste quality is exceptional, and can then be called «gourmet». These teas are guaranteed to receive a reward.

The passionate jury tempers the opinion of the professionals. The preferences expressed by this jury allow to award the awards.

Each member of the Jury is autonomous and independent: he grades the teas in competition with the help of a rating sheet defined beforehand (Article 5.2).

Additional tasting: the President of the Jury may ask for a new tasting, if need be with a new sample:

- To decide between two similar teas;
- To check the tea if abnormal taste have been perceived.

5.5. Deliberation and Awards

For each category, the juries deliberate sovereignly and choose the distinctions awarded to the participants:

- « Gourmet d'Or » (Gold Gourmet)
- « Gourmet d'Argent » (Silver Gourmet)
- « Gourmet de Bronze » (Bronze Gourmet)
- Special distinction that suits an original tea or a deserving candidate.

The qualification "Produit Gourmet AVPA 2019" (AVPA Gourmet Product 2019) for the nominees but not laureates will yield an official diploma. The awards will be confirmed by a certificate and may take the shape of a trophy.

The buyer or distributor who ensures the promotion of the rewarded producer will receive upon request a certificate acknowledging his effort to further better information and transparency towards consumers, and will be granted the right to show the producer's award on his commercial packaging and communication media.



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Article 6 : Award ceremony

The organizers of the Contest will determine in proper time the exact dates for every step of the Contest as well as the location of the award ceremony, where the nominated and rewarded teas will be revealed. This ceremony may be duplicated upon request and at the expense of the participants.