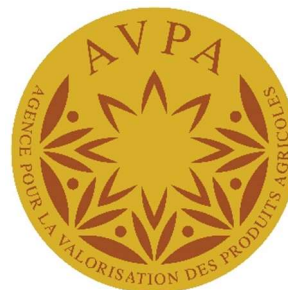




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Association sans but lucratif
Espace Altura
46 rue Saint-Antoine
75004 Paris



6th "Teas of the World" International Contest AVPA - Paris 2023

Herbal teas, blends and scented teas

Rules, Terms and Conditions

Article 1 : AVPA Mission statement

The "Agence pour la Valorisation des Productions Agricoles" (AVPA) is organizing an international tea Contest since 2018 which first goal is to reward the excellent work of producers. Their efforts would be in vain without the value chain that puts their products 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 herbal teas, blends, and scented 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 herbal teas, blends, and scented 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 herbal teas, blends and scented teas which could please the majority but in the ability of these herbal teas, blends and scented 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 herbal tea, blend or scented tea of the world"; but since homogenous herbal teas, blends and scented teas categories do exist, it is possible to determine for each category those herbal teas, blends and scented teas which most express its qualities and character.

To ensure a 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 herbal teas, blends, and scented teas (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 product, 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 herbal teas, blends, or scented teas
- Buyers of producer countries, or exporters. These companies in the producing countries buy herbal teas, blends, and scented 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 herbal teas, blends, and scented 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 herbal teas, blends, and scented teas to final consumers. A distributor can buy herbal teas, blends and scented teas from producers, importers, or employ its own buyers. He takes commercial responsibility for herbal teas, blends, and scented 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 herbal tea, blends and scented tea packaged in units of maximum 1kg to maintain its freshness, along with a full commercial label.

2.2 Levels of production of participants

Participants in the contest are paying a membership fee corresponding to their level of production:

By level of production, we are meaning the socio-economic model from which is issued the tea sample sent to the contest. 4 groups are identified:

2.2.1 Local teas - herbal teas, blends, and scented teas prepared by a small producer or distributor, coming from of his own tea gardens.

Tél: +33 (0) 1 44 54 80 30 - Fax: +33 (0) 1 42 77 36 67 - E-mail: contact@avpa.fr



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2.2.2 Regional teas– herbal teas, blends, and scented teas issued from a producer or a distributor buying at a regional level his teas registered in the contest. Particularly suiting the Geographical Indication

2.2.3 National teas– herbal teas, blends, and scented teas issued from a producer or a distributor buying at a national level his teas registered in the contest.

2.2.4 Collective organisations teas– herbal teas, blends, and scented teas issued from a collective organisation or nationwide cooperative buying at a national level his teas registered in the contest.

2.3. 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 line, in the absence of which the participation cannot be considered.
- For buyers and distributors, to commit to communicate their distinction to the producer of a rewarded herbal tea, blends, or scented tea.
- 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 2,000g of herbal tea, blend or scented tea packed in usual sales units, to participate in the association's promotional campaign. An exception may be made for small holders who grow herbal tea, blends, or scented tea on 1ha or less, with a minimum of 500g.

The preparation of the Contest entails that candidates must:

- Send samples (200g per herbal tea, blend or scented 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 in line.

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.



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Article 3 : Composition of the Jury

3.1. Nature and role of the Jury

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 technical jury is comprised of herbal teas, blends and scented teas, taste and gastronomy professionals. Among the herbal teas, blends and scented teas presented to the Competition, this jury elect those which prove an exceptional taste quality and can therefore be deemed "Gourmet Product".

These herbal teas, blends and scented 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 gastronomic jury gathers herbal teas, blends and scented teas 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

The person in charge of the "Teas of the World" International Contest within AVPA is assisted by two herbal teas, blends, and scented teas experts among the members of the professional jury, forming the Technical Committee.

This Committee inspects the herbal teas, blends and scented teas received 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. Herbal Teas, blends, and scented teas classification

The Contest accepts only herbal teas that are traceable to origin, blended or not, and scented teas but not chemically flavored.

For tasting herbal teas, blends and scented teas are classified following this coded list:



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1 : Herbal teas :

- 1.1 : chamomile
- 1.2 : cascara
- 1.3 : lemongrass
- 1.4 : orange blossoms
- 1.5 : lavender
- 1.6 : maté
- 1.7 : mint
- 1.8 : licorice
- 1.9 : rooibos
- 1.10 : lime
- 1.11 : verbena
- 1.12 : Other

2 : Blends :

- 2.1 : citrus
- 2.2 : lime mint
- 2.3 : lime verbena
- 2.4 : Other

3 : Scented teas :

- 3.1 : Earl Grey
- 3.2 : Lemon tea
- 3.3 : Ginger tea
- 3.4 : Jasmine tea
- 3.5 : Mint tea
- 3.6 : Other

This classification ensures that herbal teas, blends, and scented teas are tasted in homogeneous taste groups.

The medals are awarded in a group as soon as it is wide enough (at least 6 teas). If a group is too small to yield a medal, it will be pooled with the parent group, in which the medals will be awarded.

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 tea ware. 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.



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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 products is defined by the Technical Committee (3.2).

The exploration of an herbal tea, blend or scented tea through several steeping and several methods can be the subject of a consultancy briefing independent from the Competition.

4.2.2. Water used for brewing.

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

4.2.3. Brewing temperatures

- 95°C for
 - Herbal teas
 - Blends
 -
- 90°C for
 - Scented teas
 -
- 85°C for
 - Other plant
 -
- 80°C
 - Other plant

4.2.4. Steeping time and water/leaf ratio

These parameters are defined by the Technical Committee for each herbal 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. NB The temperatures can also be modified by the Jury.

4.2.5. Tea ware for the Contest

The samples will be steeped according to the ISO 3103:1980, in recipients of white porcelain or glass 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 can follow the cupping procedure, where tasters come and take a spoonful of tea from the cup, or the simple method with one little cup per herbal tea, blend or scented tea.

Still water will be available to tasters to rinse their mouth and their spoon between two teas.



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

5.2. Evaluation criteria

The Professional Jury defines the objective organoleptic characteristics and disqualifying defects for an herbal tea, blend, or scented tea of gastronomic quality. The members of the juries will mainly pay attention to the clarity, the sequence and the harmony of the flavors, 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 herbal tea, blend or scented tea submitted to the contest: this option is shown on the registration form in line.

5.3. Physical preparation of the Contest

- Codification: each herbal tea, blend or scented 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 technical jury elects among the herbal teas and scented teas presented those whose taste quality is exceptional and can then be called «Gourmet Product». These herbal teas, blends or scented teas are guaranteed to receive a reward.

The gastronomic second jury is tempering the opinion of the professionals. The preferences expressed by this Jury are used to attribute the awards.

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



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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 herbal teas, blends or scented teas;
- To check in the herbal tea, blend or scented tea if an abnormal taste was perceived.

5.5. Deliberation and Awards

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

- « Gourmet Or » (Gold Gourmet)
-
- « Gourmet Argent » (Silver Gourmet)
-
- « Gourmet Bronze » (Bronze Gourmet)
-
- "Produit Gourmet AVPA" (AVPA Gourmet Product)
-

The qualification "Produit Gourmet AVPA 2023" (AVPA Gourmet Product 2023) is a special distinction for selected teas that suits an original tea or a deserving candidate.

It will also yield an official diploma.

The awards will be confirmed by a diploma 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.

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 participant.