



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris



## **3<sup>rd</sup> "Teas of the World" International Contest AVPA - Paris 2020**

### **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 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 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.

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.



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

## **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, blend and scented 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.



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

- For buyers and distributors, to commit to communicate their distinction to the producer of a rewarded herbal tea, blend 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, blend 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.

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 herbal teas, blends and scented teas, taste and gastronomy professionals. Among the herbal teas, blends and scented teas presented to the Competition, this jury elects those which prove an exceptional taste quality and can therefore be deemed "gourmet". 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 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.

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



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

### **3.2. Technical Committee**

The person in charge of the "Teas of the World" World 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 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. 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 :

#### 1 : Herbal teas :

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



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

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 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.

## **4.2. 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 products is defined by the Technical Committee (3.2).

The exploration of an herbal tea, blend or and scented 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 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.



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

#### ***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 herbal teas, blends and scented 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***

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.

#### ***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 jury elects among the herbal teas and scented teas presented those whose taste quality is exceptional and can then be called «gourmet». These herbal teas, blends or scented teas are guaranteed to receive a reward.

The passionate 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).



AVPA - [www.avpa.fr](http://www.avpa.fr)  
Association sans but lucratif  
Espace Altura  
46 rue Saint-Antoine  
75004 Paris

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 the herbal tea, blends 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)
- Special distinction that suits an original herbal tea or scented tea or a deserving candidate.

The qualification "Produit Gourmet AVPA 2020" (AVPA Gourmet Product 2020) for selected herbal teas, blends and scented teas will also 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.

### **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.