



Rules and Regulations 2021

Golden Leaf Awards Overview

The Golden Leaf Awards (GLA) is an independently organised competition, judged by professional cuppers, to distinguish the highest quality & best tasting teas commercially available in the Australasian Marketplace

The GLA is made up of 12 classes: White Tea Award, Green Tea Award, Matcha Tea Award, Yellow Tea Award, Oolong Tea Award, Black Tea Award, Pu-erh Tea Award, Chai Tea Award, Herbal Award, Iced Tea Award, Best Tea House Award, and Other Awards.

We are also excited to announce the return of our Feature Country category. Each year a different tea producing country is selected as the Feature Country in an effort to showcase that particular countries' teas to a wider audience. This year the Feature Country is Sri Lanka, with a particular focus on small batch artisan teas. This category will only accept entries directly from artisan Sri Lankan tea farmers and companies. Other businesses who wish to enter teas from Sri Lanka can enter them under the tea type categories.

Each class consists of its own categories. All entries will be judged by a select panel of experienced judges.

The Golden Leaf Awards has been developed by Australian Tea Masters Association Pty. Ltd., to promote and provide recognition to the high quality teas that are available globally but particularly in Australia.

Winners of the Golden Leaf Awards will be announced on the 6th of December, personally and in the press release. Winning companies receive a formal announcement letter that includes the tea's rating and ranking as well as a print-ready seal that can be used for all promotional materials and packaging.

This year we are also requesting that all entrants complete a brief bio about themselves or their country when they enter. We are building a new page featuring our entrants and winners to highlight the outstanding variety of specialty teas and herbal tisanes available in Australia and the amazing and inspiring packaging, websites and tea menus produced by tea companies and tea houses in Australia and internationally.



Tea and Herbal Blend entries

1) Summary

Each submission into the competition is evaluated blind and through organoleptic analysis of the following characteristics: brewed colour, brewed aroma, brewed flavour, brewed mouth-feel, and brewed harmony. An overall numerical value on a 100-point scale is then calculated based on the ratings of each characteristic above. Gold, Silver, and Bronze place winning entries are determined by rank.

2) Important Dates

17 September 2021	Entries Open
20 th November 2021	Entries Close
30 th November 2021	Last date to receive submissions for judging
6 th December – 10 th December	Judging Period
15 th December 2021	Winners announced

3) Eligibility

Any company in the world that has a tea commercially available in Australia. This includes tea available on e-commerce platforms as well as via Australian sellers or shopfronts.

4) Fees

- i. The cost to enter is \$65 per submission; there are no refunds.
- ii. All entries must be made through the Golden Leaf Awards [website](#).

5) Terms and Conditions

Upon entry into the Golden Leaf Awards, and in exchange for the opportunity to win, each entrant agrees:

- i. Permit the GLA to use the competitor's name, entry name, and any images/ media in any format taken at the competition without charge for the purpose of promotion of the competition and its award celebration.
- ii. Entrants are highly encouraged to include use of the official seal image and/or title "Golden Leaf Awards Winner" and words, "Golden Leaf Awards" in reference to entrant's winning teas in verbal, electronic or printed marketing materials.



- iii. The official seal image and the title, “Golden Leaf Awards Winner” and the words “Golden Leaf Awards” award winner are non-transferable.
 - Only submitting companies, entrants, have use of the seal and titles for promotional and marketing purposes.
- iv. All entries are evaluated blind by non-entrants: professional cuppers and foremost retail buyers of tea. Entrants may not attempt to contact judges prior to the competition in regards to submissions.
- v. Evaluations will be held at the Australian Tea Masters Training Centre in Geelong, Victoria.
 - All entry samples must be shipped to the GLA headquarters no later than 30th November 2021. Any submission received after that date will be automatically disqualified.
 - Please send submissions to:
Golden Leaf Awards
PO BOX 4099
Geelong
Victoria 3220
Australia
- vi. All submissions must be packaged and labelled according to the guidelines following. Any submission packaged and/or labelled incorrectly may be disqualified.
- vii. Entrants can submit into numerous categories and multiple submissions per category; however, only the highest rated tea submitted by the company in the category will place as a winner if one is ranked.
- viii. Submissions into any given category must meet the category description. Any submission that fails to meet the definition may be disqualified.



6) Categories

Golden Leaf Awards – Tea and Herbal Blend categories

Category	Awards
White Tea	
Overall Winner	Trophy
White Tea W001 – Single Origin	Gold, Silver, Bronze
White Tea W002 – Natural Blend	Gold, Silver, Bronze
White Tea W003 – Flavoured Blend	Gold, Silver, Bronze
Green Tea	
Overall Winner	Trophy
Green Tea GR001 – Japan (excl. Matcha)	Gold, Silver, Bronze
Green Tea GR002 – Single Origin Korea	Gold, Silver, Bronze
Green Tea GR003 – Single Origin China	Gold, Silver, Bronze
Green Tea GR004 – Worldwide	Gold, Silver, Bronze
Green Tea GR005 – Natural Blend	Gold, Silver, Bronze
Green Tea GR006 – Flavoured Blend	Gold, Silver, Bronze
Green Tea GR007 – Tea Bags (flavoured)	Gold, Silver, Bronze
Green Tea GR008 – Tea Bags (non-flavoured)	Gold, Silver, Bronze
Green Tea GR009 – Best Australian Green Tea	Gold, Silver, Bronze
Matcha Tea	
Overall Winner	Trophy
Matcha Tea M001 – Commercial Grade	Gold, Silver, Bronze
Matcha Tea M002 – Ceremonial Grade	Gold, Silver, Bronze
Matcha Tea M003 – Matcha Blend	Gold, Silver, Bronze
Yellow Tea	
Overall Winner	Gold



Oolong Tea

Overall Winner	Trophy
Oolong Tea OG001 – Light	Gold, Silver, Bronze
Oolong Tea OG002 – Dark	Gold, Silver, Bronze
Oolong Tea OG003 – Oriental Beauty	Gold, Silver, Bronze
Oolong Tea OG004 – Wuyi Rock	Gold, Silver, Bronze
Oolong Tea OG005 – Natural Blend	Gold, Silver, Bronze
Oolong Tea OG006 – Flavoured Blend	Gold, Silver, Bronze

Black Tea

Overall Winner	Trophy
Black Tea B001 – Blended (non-flavoured)	Gold, Silver, Bronze
Black Tea B002 – Flavoured (not Earl Grey)	Gold, Silver, Bronze
Black Tea B003 – Natural Blend	Gold, Silver, Bronze
Black Tea B004 – Tea Bag Blend (non-flavoured)	Gold, Silver, Bronze
Black Tea B005 – Tea Bag Blend (flavoured)	Gold, Silver, Bronze
Black Tea B006 – Earl Grey	Gold, Silver, Bronze
Black Tea B007 – Darjeeling	Gold, Silver, Bronze
Black Tea B008 – Ceylon	Gold, Silver, Bronze
Black Tea B009 – Australasia	Gold, Silver, Bronze
Black Tea B010 – Best Australian Black Tea	Gold, Silver, Bronze
Black Tea B011 – Single Origin	Gold, Silver, Bronze

Puerh Tea

Overall Winner	Trophy
Puerh Tea PH001 – Sheng	Gold, Silver, Bronze
Puerh Tea PH002 – Shou	Gold, Silver, Bronze
Puerh Tea PH003 – Natural Blend	Gold, Silver, Bronze
Puerh Tea PH003 – Flavoured Blend	Gold, Silver, Bronze



Feature Country: Sri Lankan Small Farmers

Overall Winner	Trophy
Feature Country FC001 – Black Tea	Gold, Silver, Bronze
Feature Country FC002 – Green Tea	Gold, Silver, Bronze
Feature Country FC003 – Oolong Tea	Gold, Silver, Bronze
Feature Country FC004 – White Tea	Gold, Silver, Bronze

Chai Tea

Overall Winner	Trophy
Chai Tea C001 – Traditional; Black Tea Base	Gold, Silver, Bronze
Chai Tea C002 – Non-traditional	Gold, Silver, Bronze
Chai Tea C003 – Tea Bag	Gold, Silver, Bronze
Chai Tea C004 – Chai Powder	Gold, Silver, Bronze

Herbal Blends

Overall Winner	Trophy
Herbal HB001 – Loose Blend	Gold, Silver, Bronze
Herbal HB002 – Tea Bag Blend	Gold, Silver, Bronze
Herbal HB003 – Fruit Infusion	Gold, Silver, Bronze
Herbal HB004 – Rooibos Blend	Gold, Silver, Bronze
Herbal HB005 – Functional/Wellness Blend	Gold, Silver, Bronze

Iced Tea

Overall Winner	Trophy
Iced Tea IT001 – Commercially Available RTD	Gold, Silver, Bronze
Iced Tea IT002 – Freshly Made	Gold, Silver, Bronze
Iced Tea IT003 – Cocktail Blend	Gold, Silver, Bronze



Best Tea House

Overall Winner	Trophy
Best Tea House BTH001 – Victoria	Gold, Silver, Bronze
Best Tea House BTH002 – NSW (& ACT)	Gold, Silver, Bronze
Best Tea House BTH003 – Queensland	Gold, Silver, Bronze
Best Tea House BTH004 – Tasmania	Gold, Silver, Bronze
Best Tea House BTH005 – Northern Territory	Gold, Silver, Bronze
Best Tea House BTH006 – South Australia	Gold, Silver, Bronze
Best Tea House BTH007 – Western Australia	Gold, Silver, Bronze

Other Awards

Other ER001 – Best Tea/Food Inspired Menu	Gold, Silver, Bronze
Other ER002 – Best Tea Menu	Gold, Silver, Bronze
Other ER003 – Best Tea Packaging	Gold, Silver, Bronze
Other ER004 – Best Tea Website	Gold, Silver, Bronze
Other ER005 – Kombucha	Gold, Silver, Bronze

7) Categories Definitions

Single Origin – Tea from one single estate and/or plantation.

White Tea – Made according to classical styles of processing. Leaves are not processed by frying or rolling, but by withered controls and gentle oven, cool drying and/or sun drying techniques, alone or in combination.

Green Tea- Green tea of any variety from any origin (unless origin is specified within the category).

Matcha Tea - Finely ground green tea powder from any origin.

Oolong Tea - Oolong tea of any variety from any origin (unless origin is specified within the category).

Black Tea- Black, fully oxidized tea of any variety from any origin (unless origin is specified within the category).

Puerh Tea – Straight puerh tea, green or dark, loose or compressed.



Flavoured Puerh Tea- Puerh tea of any variety and from any origin blended with herbs, fruits, essential oils, spices and/or any other flavouring agents.

Flavoured Black Tea- Black tea of any variety and from any origin blended with herbs, fruits, essential oils, spices and/or any other flavouring agents.

Flavoured Oolong Tea- Oolong tea of any variety and from any origin blended with herbs, fruits, essential oils, spices and/or any other flavouring agents.

Flavoured Green Tea – Green tea of any variety and from any origin blended with herbs, fruits, essential oils, spices and/or other flavouring agents.

Flavoured White Tea – White tea of any variety and from any origin blended with herbs, fruits, essential oils, spices and/or other flavouring agents.

Natural Puerh Tea Blend- Puerh tea of any variety and from any origin blended with herbs, fruits, natural flavours and/or spices that does not include any artificial flavouring agents.

Natural Black Tea Blend- Black tea of any variety and from any origin blended with herbs, fruits, natural flavours and/or spices that does not include any artificial flavouring agents.

Natural Oolong Tea Blend- Oolong tea of any variety and from any origin blended with herbs, fruits, natural flavours and/or spices that does not include any artificial flavouring agents.

Natural Green Tea Blend – Green tea of any variety and from any origin blended with herbs, fruits, natural flavours and/or spices that does not include any artificial flavouring agents.

Natural White Tea Blend – White tea of any variety and from any origin blended with herbs, fruits, natural flavours and/or spices that does not include any artificial flavouring agents

Light Oolong Tea – Oolong tea that is up to 50% oxidised.

Dark Oolong Tea – Oolong tea that is over 50% oxidised.

Herbal Blends – Botanical blends that do not contain *Camellia sinensis*.



8) Entry Preparation

TEA AND HERBAL BLEND CATEGORIES (EXCLUDING ICED TEA)

- i. Pack your tea entry into a 25g sample bag. Please note that you must be careful to pack as closely as possible to 25g. Entries that are 5g too light or too heavy may not be judged.
- ii. Write a note with your registration code. Do not attach any other personally identifiable information (no name, company, email, etc.). Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose the note and your sample bag together in an adequate postage packet. Send this packet to:

Golden Leaf Awards
PO BOX 4099
Geelong
Victoria 3220
Australia

- Entries sent in an open pouch, or pouches that open easily and result in tea falling out of the packaging, will be disqualified upon receipt. The Competition Coordinators will not touch or re-package any tea product.
- Entries sent without a label noting the category may be disqualified upon receipt. Competition Coordinators will not assume which category the tea belongs in.
- Label information must include the entry's category and unique entry code. Competition Coordinators will not assume entrants meant to send a different sample.

ICED TEA CATEGORIES

IT001: Commercially Available (RTD)

- i. Bottle a 250mL sample of your drink in a clear, unlabeled plastic bottle.
- ii. Write a note with your registration code. Do not attach any other personally identifiable information (no name, company, email, etc.). Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose all of the above together in an adequate postage packet, and send to the address below.

IT002: Freshly Made

- i. Enclose all ingredients required to make a 250mL sample, along with clear preparation instructions.
- ii. Write a note with your registration code. Do not attach any other personally identifiable information (no name, company, email, etc.). Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose all of the above together in an adequate postage packet, and send to the address below.

IT003: Cocktail



- i. Enclose all ingredients required to make a 250mL sample, along with clear preparation instructions.
- ii. Write a note with your registration code. Do not attach any other personally identifiable information (no name, company, email, etc.). Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose all of the above together in an adequate postage packet, and send to the address below.

BEST TEA HOUSE

- i. Collect:
 - a. Between one and three photos of the tea house
 - b. A copy of the tea menu
 - c. A copy of the food menu (if applicable)
 - d. A list of complimentary services on offer
- ii. Write a note with your registration code. Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose the note and the materials collected in Step 1, and send to:

Golden Leaf Awards
PO BOX 4099
Geelong
Victoria 3220
Australia

OTHER ENTRIES

- i. Collect the appropriate materials based on the category you have selected. Please refer below to determine which materials to collect.
- ii. Write a note with your registration code. Please print in block letters to aid readability. Entries that cannot be identified will not be judged.
- iii. Enclose the note and the materials collected in Step 1, and send to:

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ER001: Best Tea/Food Inspired Menu



- A copy of the tea menu
- A copy of the food menu.
- (if these menus are combined into one, please only send the combined menu)

ER002: Best Tea Menu

- A copy of the tea menu.

ER003: Best Tea Packaging

- A sample of your packaging.

ER004: Best Tea Website

- A link/address to your website.

ER004: Kombucha

- Please submit a 250ml bottle of your kombucha, please ensure there is no branding or labels on the bottle.

9) Competition Procedures

- a) Upon receipt of entry forms, all submissions receive a unique code identifier.
- b) Upon receipt of submissions, Competition Coordinators code the submissions respectively on the outside of the packaging. The tea is never opened. Submissions are then separated into categories and stored in a dark, cool room until evaluation day.
- c) Roughly twenty minutes before a given category is evaluated, the teas are opened and poured into matching coded paper boats in a private room.
- d) The boats are then transferred to the cupping room and placed on the tables in alignment with the corresponding codes there.
- e) The category is cupped and evaluated.
 - i) Categories are cupped in an order based on best for palate, caffeine levels, and primary flavours.

10) Golden Leaf Awards Entry Form

Entry is available [online](#). Competition Management will send receipt confirmation.



Steeping Methods

Teas will be steeped in traditional professional cupping sets which hold about 5.5oz (162ml) of water. Each tea will be prepared using 3g of tea, unless otherwise noted below. Time and temperature will be controlled based on the grid below. Straight matcha category will be prepared by weight; whisking 1.5g of matcha to 65g (2.3oz) of water at 185°F (79°C) in a warm dry cupping bowl. Matcha Blend submissions must include directions on the label noting how much powder (by weight) to how much water (by volume); example 4g per 8oz. If no directions are given, we will prepare this tea using 2g per 6oz. Matcha Blend.

TEA	TIME	TEMPERATURE
White Tea (leaf & buds)	4 minutes	80°C
White Tea (buds only)	3 minutes	80°C
Green Tea	3 minutes	85°C
Light Oolong Tea	3 minutes	90°C
Dark Oolong Tea	4 minutes	90°C
Black Tea	5 minutes	100°C
Darjeeling	4 minutes	90°C
Pu-erh/Dark Tea	5 minutes	100°C
Chai	4 minutes	100°C
Rooibos	5 minutes	100°C
Herbal / Tisane	5 minutes	100°C

Important Contact Information

Contact number: 0400918892

Grace Lewis
Coordinator
info@australianteamasters.com.au

Sharyn Johnston
CEO
sharyn@australianteamasters.com.au