



# 2023

## Guidelines and Regulations

---

**Sponsored by:** Australian Tea Masters



## **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**

21 <sup>st</sup> September 2023	Entries Open
21 <sup>st</sup> November 2023	Entries Close
30 <sup>th</sup> November 2023	Last date to receive submissions for judging
4 <sup>th</sup> December – 18 <sup>th</sup> December 2023	Judging Period
15 <sup>th</sup> January 2024	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" 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 30<sup>th</sup> November 2023. 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.

#### **Serial Numbers**

- These are issued upon payment. The invoice will show a list with all your entries and then a list of the serial numbers. The serial numbers are displayed in the same sequence as your entries.



## **6) Categories**

Golden Leaf Awards – Tea and Herbal Blend categories

<b>Class</b>	<b>Category</b>	<b>Awards</b>
<b>White Tea</b>	White Tea W001 – Single Origin	Gold, Silver, Bronze
	White Tea W002 – Natural Blend	Gold, Silver, Bronze
	White Tea W003 – Flavoured Blend	Gold, Silver, Bronze
<b>Green Tea</b>	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 – Single Origin India	Gold, Silver, Bronze
	Green Tea GR005 – Single Origin Sri Lanka	Gold, Silver, Bronze
	Green Tea GR006 – Best Australian Green Tea	Gold, Silver, Bronze
	Green Tea GR007 – Single Origin Kenya	Gold, Silver, Bronze
	Green Tea GR008 – Best Green Tea Worldwide	Gold, Silver, Bronze
	Green Tea GR009 – Natural Blend	Gold, Silver, Bronze
	Green Tea GR010 – Flavoured Blend	Gold, Silver, Bronze
	Green Tea GR011 – Tea Bags (flavoured)	Gold, Silver, Bronze
	Green Tea GR012 – Tea Bags (non-flavoured)	Gold, Silver, Bronze
<b>Matcha Tea</b>	Matcha Tea M001 – Commercial Grade	Gold, Silver, Bronze
	Matcha Tea M002 – Ceremonial Grade	Gold, Silver, Bronze
	Matcha Tea M003 – Matcha Genmaicha	Gold, Silver, Bronze
	Matcha Tea M004 – Matcha Blend	Gold, Silver, Bronze
<b>Yellow Tea</b>	Y001 – Yellow Tea	Gold, Silver, Bronze
<b>Oolong Tea</b>	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

Black Tea B001 – Black Breakfast Blend	Gold, Silver, Bronze
Black Tea B002 - Flavoured (not Earl Grey)	Gold, Silver, Bronze
Black Tea B003 – Natural Blend (Unflavoured)	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 – Traditional Earl Grey	Gold, Silver, Bronze
Black Tea B007 – French & Non-Traditional Earl Grey	Gold, Silver, Bronze
Black Tea B008 – Ceylon	Gold, Silver, Bronze
Black Tea B009 – Darjeeling	Gold, Silver, Bronze
Black Tea B010 – Kenya	Gold, Silver, Bronze
Black Tea B011 – India	Gold, Silver, Bronze
Black Tea B012 – Australasia	Gold, Silver, Bronze
Black Tea B013 – Best Australian Black Tea	Gold, Silver, Bronze
Black Tea B014 – Single Origin Worldwide	Gold, Silver, Bronze
Black Tea B015 – Single Origin China	Gold, Silver, Bronze
Black Tea B016 – Single Origin Indonesia	Gold, Silver, Bronze

## Puerh Tea

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

## Purple Tea

Purple Tea PT001 – Purple Tea	Gold, Silver, Bronze
-------------------------------	----------------------

## Feature Country: India

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
Feature Country FC005 – Black Tea CTC Production	Gold, Silver, Bronze
Feature Country FC006 – Chai Teas	Gold, Silver, Bronze
Feature Country FC007 – Darjeeling Region	Gold, Silver, Bronze
Feature Country FC008 – Assam Region	Gold, Silver, Bronze
Feature Country FC009 – Nilgiri Region	Gold, Silver, Bronze
Feature Country FC010 – Dooars- Terai Region	Gold, Silver, Bronze



Feature Country FC011 – Sikkim Region	Gold, Silver, Bronze
Feature Country FC012 – Kangra Region	Gold, Silver, Bronze
Feature Country FC013 – Tripura Region	Gold, Silver, Bronze

### **Chai Tea**

Chai Tea C001 – Traditional (Black Tea Base)	Gold, Silver, Bronze
Chai Tea C002 – Non-Traditional (Other Base)	Gold, Silver, Bronze
Chai Tea C003 – Tea Bag	Gold, Silver, Bronze
Chai Tea C004 – Chai Powder (Contains Caffeine)	Gold, Silver, Bronze
Chai Tea C005 – Sticky or Wet (Traditional Base)	Gold, Silver, Bronze
Chai Tea C006 – Sticky or Wet (Non-Traditional Base)	Gold, Silver, Bronze

### **Herbal Blends**

Herbal HB001 – Loose Blend (Unflavoured)	Gold, Silver, Bronze
Herbal HB002 – Loose Blend (Flavoured)	Gold, Silver, Bronze
Herbal HB003 – Tea Bag Blend	Gold, Silver, Bronze
Herbal HB004 – Fruit Infusion	Gold, Silver, Bronze
Herbal HB005 – Rooibos Blend	Gold, Silver, Bronze
Herbal HB006 – Australiana Blend	Gold, Silver, Bronze

### **Wellness Blends**

WE001 –Functional/Wellness (Unflavoured, Caffeine-Free)	Gold, Silver, Bronze
WE002 - Functional/Wellness Blend (Flavoured, Caffeine -Free)	Gold, Silver, Bronze
WE003 – Functional/Wellness Blend (Unflavoured, Contains Caffeine)	Gold, Silver, Bronze
WE004 - Functional/Wellness Blend (flavoured, Contains Caffeine)	Gold, Silver, Bronze
WE005 – Functional/Wellness Blend (Powdered, Caffeine-free)	Gold, Silver, Bronze
WE006 – Functional/Wellness Blend (Powdered, Contains Caffeine)	Gold, Silver, Bronze

### **Iced Tea**

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
Iced Tea IT004 – Commercially Available Sparkling RTD	Gold, Silver, Bronze

### **Best Tea House**

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
Other ER006 – Best Tea Publication	Gold, Silver, Bronze
Other ER007 – Best Tea Event (Australia)	Gold, Silver, Bronze
Other ER008 – Best Tea Event (Worldwide)	Gold, Silver, Bronze
Other ER009 – Best Tea-Inspired Beauty Product	Gold, Silver, Bronze
Other ER010 – Best Global Tea Initiative	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.

**Purple Tea** – Purple Tea (*Camellia sinensis*) produced from the *Assamica* cultivar with increased anthocyanins in the leaves.

**Flavoured Puerh Tea**- Puerh tea of any variety and from any origin blended with herbs, fruits, essential oils, or natural flavours, 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

**Black Breakfast Blend** – Blends of Black tea(s) of any variety and from any origin blended together without other ingredients.

**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*.

**Herbal Blend – Australiana Blend** – A botanical blend with at least one Australian native ingredient

**Herbal Blends (Flavoured)** – A botanical blend containing essential oils and/or other flavouring agents in addition to herbs, spices, fruits, flowers or other botanicals.

**Herbal Blends (Unflavoured)** – A botanical blend containing only herbs, spices, fruits, flowers or other botanicals with no other enhancements present.

**Wellness Blend (Unflavoured)** – a blend of botanicals (herbs, spices, fruits, flowers) with no other enhancements present with a wellness benefit. Blends containing *Camellia sinensis* should be entered in the 'Contains Caffeine' category.

**Wellness Blend (Flavoured)** – a blend of botanicals (herbs, spices, fruits, flowers) with essential oils or other flavouring agents and with a wellness benefit. Blends containing *Camellia sinensis* should be entered in the 'Contains Caffeine' category.

**Chai Tea Traditional** – These chai teas contain tea (*Camellia sinensis*) as an ingredient.

**Chai Tea Non-Traditional** – Chai teas in this category are formulated without tea (e.g. Dandelion, Rooibos, Honeybush, Turmeric)

**Chai Tea Sticky or Wet** – Chai teas in these categories are blended with honey, agave syrup, rice syrup etc.



## **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. Please write your registration code on the bag. 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 sample bag 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, unlabelled plastic bottle if possible.
- ii. Please write your registration code on the bag. 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. Please write your registration code on the bag. 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. Please write your registration code on the bag. 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.

#### **IT001: Commercially Available (RTD)**

- i. Bottle a 250mL sample of your drink in a clear, unlabelled plastic bottle if possible; drinks may be sent in their original packaging to preserve carbonation.
- ii. Please write your registration code on the bag. 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:  
Golden Leaf Awards  
PO BOX 4099  
Geelong  
Victoria 3220  
Australia

#### 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.

**ER005: Kombucha**

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

**ER006: Best Tea Publication**

- Please submit a copy of your publication (book, magazine and/or other)

**ER007: Best Tea Event - Australia**

- Please submit a copy of your most recent event program or brief and a link to your website

**ER008: Best Tea Event – Worldwide**

- Please submit a copy of your most recent event program or brief and a link to your website

**ER009: Best Tea Inspired Beauty Product**

- Please send us a sample of your product with some information about how it has been inspired by tea

**ER010: Best Tea Initiative – Worldwide**

- Please submit a brief about your initiative or event and how it promotes tea.



### **9) Competition Procedures**

- a) Upon receipt of entry forms, all submissions receive a unique code identifier.
- b) Upon receipt of submissions, Competition Coordinators check the codes on the outside of each packet. 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: 0400 918 892

Grace Lewis  
Coordinator  
[info@australianteamasters.com.au](mailto:info@australianteamasters.com.au)

Sharyn  
CEO &  
[sharyn@australianteamasters.com.au](mailto:sharyn@australianteamasters.com.au)

Head  
Johnston  
Judge



**THE  
GOLDEN  
LEAF  
AWARDS**