

**London International Tea Awards (LITA 2020)-
EXCELLENCE AND QUALITY TEA AWARDS**

REGULATION OF COMPETITION

1. The company Confexpo Ltd announces the London International Tea Awards-LITA 2020, which will award the following distinctions:

- a) PLATINIUM Quality Tea Awards 2020 (for the rates from 95,5 until 100)
- b) GOLD Quality Tea Awards 2020 (for the rates from 85,5 until 95)
- c) SILVER Quality Tea Awards 2020 (for the rates from 75,5 until 85)
- d) BRONZE Quality Tea Awards 2020 (for the rates from 65 until 75)

2. The purpose of the competition is:

a) To inform tea producers, processors and retailers, who distribute their standardized products legally, to preserve and to ameliorate the quality of their branded product by promoting high quality tea in every aspect of the spectrum of its use and consumption.

b) Promoting knowledge on the special value and the healthy/nutritional properties of tea to new and younger consumers, to professional pastry chefs, artisans, with emphasis to gastronomy & culinary art schools and to restaurants.

c) The promotion of the high quality of tea produced with the aim of advancing the knowledge of their tasting differences.

3. Eligible to participate is companies from any tea packaging country in the world, are those allowed to participate in the competition "LITA 2020". The necessary condition for the participation is the correct drafting and presentation of the nomination within the suggested time-frame.

4. Up to the deadline referred to in point 6, individual producers, traders, cooperatives who wish to take part in the competition must present types of tea, together with correspondingly filled in participation forms. It is the participant's own responsibility to arrange for the samples to be delivered at the Secretariat of the competition, within the time-frame determined in article 6.

Each type/package of tea participating in the competition must be accompanied by the following documents:

a) The **participation form**, fully and correctly filled in, typed with clear and legible capital letters. (Any illegible form or with wrong information will not be considered as valid).

b) For each type/packaging of tea participating in the competition there should be **four (4) items of packaged teas of 150gr or 250gr sealed and regularly labeled** sent.

c) Copy of proof of payment for the participation in the competition (participation fee is **230 Pounds/participation for companies outside of UK and 230 Pounds/participation + VAT20% = 276 Pounds for companies from UK**). All the above must be attached in a separate sealed file that must be delivered along with the rest of the participant's details. (In order to facilitate the participation and in order to avoid any delay, it is advised to send copies of the required documents in advance via email at: info@londocoffeeteaawards.com Any participation not in accordance with the regulations of the competition will be excluded.

5. The organization committee is not responsible for any participation submitted after the deadline for the presentation of the participation forms, for total or partial loss of participation materials during transport, chemical/natural or organoleptic spoiling of the samples due to temperature changes or bottle breaking (or any other problem) during the transport. Courier or any other expenses relative to the transport are charged to the participant or the companies. From the moment of the delivery of the samples to the secretariat of the competition and following the presentation of the samples to the selection committee of the competition, it is upon the organizing committee's responsibility to maintain the samples' order and complete integrity.

6. The presentation and the selection of the teas for the participation in the competition will be carried out using samples. The presentation of the participation forms deadline is **20/03/2020** and tea samples' deadline is **23/03/2020 at 5.00 pm**

SEND THE SAMPLES TO:

Ambrosia Quality (London Tea Awards)
22 Bull Lane, Tottenham, London N18 1RA-UK
Tel: 0044 208 359 1388 (Delivery time 9:00-17:00)

7. The tea samples that will participate in the competition will be submitted anonymously and properly coded for a blind organoleptic tasting by a committee, which consists of a head-taster president and the tasters-judges, members of the organoleptic committee. The Committee will be using a suitable evaluation form, rating each sample with a separate and final total grade, on a 0-100 scale. Depending on the total number of samples to be evaluated, the head of the team may break up the committee into subgroups and appoint one coordinator for each sub-group.

8. The Coordinating Committee consists of groups that organise the competition and is led by the president or a representative who will appoint the president of the organoleptic committee, who in turn will choose and cooperate with the members of the organoleptic committee. In respect of the composition of the committee, decisions are final and irrevocable. The participation of a member who has any relation whatsoever - as an employee or otherwise - with the companies participating in the competition is forbidden.

9. Each sample's rating will be calculated based on the numeric rating given by the members of the selection committee. A representative of the Organization/ Coordinating Committee will supervise the official works of the organoleptic panel and will ensure that the proceedings are carried out in a smooth and unimpeachable way. In order to preserve the status of the participating processors/companies, the individual ratings of all the samples will not be published. The participants in the competition may request access to the respective rating of samples presented at the Secretariat of the competition or at the organization.

10. The companies awarded during the competition in each category will have the right to advertise their distinction to the public.

11. All participants will be notified in due time by the secretariat of the competition for the date of the distinction awarding ceremony.

12. The results of the awards will be published in the newspapers as well as promoted via news releases and media announcements. The Secretariat of the competition will carry out the publication and promotion to the media of the results of LITA 2020 via broadcasting radio and television channels, with the aim of making public and promoting the awarded companies but also the institution.

The organizing Competition

The organization committee of the Competition