

Rishi Tea leads 19 winners in North American Tea Championship

LAS VEGAS—The North American Tea Championship named 19 first-place winners in its annual Hot Tea Class / Fall Tea evaluation, which took place Feb. 22-23. Rishi Tea led the group with a total of four first-place spots, while five first-time competitors topped each of their categories.

Other winners of the prestigious first-place title include: Ajiri Tea Company; Barnes & Watson Fine Teas; China Mist Brands; Globex America dba Cavallini Coffee & Tea; Naivetea; Qtrade Teas & Herbs; Rare Tea Cellar Inc.; The Republic

of Tea; TeaGschwendner; Teas Etc.; Tao Tea Leaf; and Yogic Chai—all of which offer tea products in the North American marketplace.

The five first-time competitors who topped their categories include Ajiri Tea Company, Globex America dba Cavallini Coffee & Tea, Rare Tea Cellar Inc., Tao Tea Leaf; and Yogic Chai.

Overall, competitors showcased an assortment of premium fall teas in 19 different categories—from Assam to Yunnan—with judges evaluating nearly 200 teas. Submissions were evaluated

blind and through organoleptic analysis of the following characteristics: dry leaf, brewed color, brewed aroma, brewed flavor, brewed mouth-feel and brewed harmony. An overall numerical value on a 100-point scale was then calculated based on the ratings of each characteristic above.

This year's judges included Eliot Jordan, Peet's Coffee & Tea, Jane Pettigrew, internationally-renowned tea expert; Mike Spillane, G.S. Haly Company; David Walker, a prominent tea taster and tea expert; and Marty Kushner, past

NORTH
AMERICAN **tea**
championship



president of Southern Tea Company and the Tea Association of the USA and current co-chair of the Tea Association's Tea and Health Committee.

The Championship is the only independent and professionally-judged tea competition in North America. Each year, the competition identifies the highest quality and best tasting teas that are commercially available. A complete winners list is available at www.teachampionship.com.

A Winners' Tasting Circle will be held at 2011 World Tea Expo, June 24 - 26, for all attendees. The next North American Tea Championship will be held in July in Las Vegas for an evaluation of spring teas. Entries will be accepted in June. To inquire, e-mail liz@teachampionship.com. **GN**

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