



JOIN THE TEA MASTERS CUP IRELAND 2020

4th - 5th February 2020
Food & Bev Live, Dublin, Ireland

**FOOD &
BEV LIVE**

Brought to you by IFSA

Showcase your gastronomic skills by joining in the very first Irish tea championships hosted by the European Tea Society

The championship will take place as part of Tea Masters Cup Ireland 2020 in the European Tea Pavilion, at Food & Bev Live, Dublin, City West, 4th - 5th February 2020.

Participation is FREE of charge and open to all residents of Ireland over the age of 18.

Apply to participate online at europeanteasociety.org/competitions Deadline to apply is 31st January 2020.

The winner of the national championship will receive an expenses paid trip to represent Ireland at the Tea Masters Cup International Championship in 2020.

Participants will use tea to demonstrate their gastronomic skills in pairing teas and snacks in a two part competition.

Register online: europeanteasociety.org/competitions

Full rules and regulations for the competition are available at teamasterscup.com

More information about the European Tea Society is available at europeanteasociety.org

More information about Food & Bev Live 2020 is available at foodandbev.ie



**The EUROPEAN
TEA SOCIETY**

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TEA PAIRING CHAMPIONSHIP

TEA MASTERS PREPARE AND SERVE TWO TEA AND SNACK PAIRINGS.

Organisers' Combination: a tea or tea based drink (incl. *camellia sinensis*) and a snack chosen by the judges.

Tea Master's Combination: a tea or tea based drink (incl. *camellia sinensis*) and a snack prepared from any ingredients.

Both combinations are brewed and served within one 15 minute performance. Both combinations are prepared and served to each judge.

Teas and snacks may be prepared before the performance. Additives are allowed. Complex compositions (tea and two snacks) are allowed. The tea must be served as a beverage. The snack cannot be added to the beverage. Full rules and regulations for the competition are available at teamasterscup.com

SCORING CRITERIA

Neatness and cleanliness: Neatness and cleanliness during the performance, neatness in presentation, and safety of preparation.

Appeal: Conceptual and visual appeal of composition, culinary creativity of composition, overall attractiveness of composition.

Presentation: Knowledge of components, accuracy of describing taste of composition, artistry and visual appeal of performance.

Taste: Evolution of taste and/or emergence of new taste, accuracy of taste to what has been described as well as expected, subjective evaluation of taste.

Potential: Reproducibility of composition, conceptual and commercial development potential.



The EUROPEAN
TEA SOCIETY

OUR MISSION: TO CREATE AND INSPIRE EXCELLENCE IN THE SPECIALITY TEA COMMUNITY THROUGH INNOVATION, RESEARCH, EDUCATION & COMMUNICATION

The European Tea Society is a not for profit, membership-based association built on foundations of collaboration, expertise and the power of shared knowledge from tea gardens and tea workers, to blenders and tea shop owners. Our membership spans the globe, encompassing every element of the tea value chain.

The European Tea Society acts as a unifying force within the industry and works to improve tea quality by raising standards worldwide through a collaborative and progressive approach. dedicated to building an industry that is fair, sustainable and nurturing for all, the European Tea Society draws

on years of insight and inspiration from the tea community.

It offers opportunities for its members to participate in knowledge-sharing events with cross-industry fertilisation (from scientists, tea gardens, trainers, designers, etc.), network events and access to a community of tea professionals for collaborations and human resourcing.

Membership appeals to tea professionals along the tea value chain who are looking for a central source of knowledge and a tea network to innovate and upgrade their tea business.

For more details visit: europeanteasociety.org