

Madurai, Singampatti, Kollam, Thiruvananthapuram and Kanyakumari. For organic orthodox, organic CTC and Green Tea, there will be separate prices for leaf and fanning grades. The competition in organic and green tea segment will be for the whole of South India.

What the Jury had to say (Excerpts)

The event is a 'selling romance'; the most carefully organized tea-tasting sessions that has set world standards.

- **James Norwood Pratt**

If identity was not revealed, teas could have been passed off as Darjeeling teas.

- **Danton Vorster**

The contest gives a major opportunity to the estates and they now need to look at estate branding.

- **Sunalini Menon**

The contest only confirmed my belief that there is really good tea here.

- **Devan Shah**

The south teas are of good material and could revive trading with West Asian markets.

- **Hamit Vanli**

The upgradation in quality is noteworthy.

- **Mohsin M Saify**

The quality of teas has improved immensely.

- **Bryan Baptist**



We are delighted to share with you that the organization of the Seventh Edition of The Golden Leaf India Awards: Southern Tea Competition (TGLIA: STC), is underway. This joint initiative of the Tea Board of India and UPASI has over the years proven to be a valuable vehicle to showcase the 'uniqueness' that is the South Indian tea industry in all its grandeur.

Many of us have been around since its inception and will recall The Golden Leaf India Awards [TGLIA] being conceived with an urgent objective to restore South Indian tea as a quality product in the consciousness of the consumer - domestic and international. Reflecting on the progress since 2005, we believe our efforts to create and build this quality product from the field to the cup has borne ample fruit. An improved quality product is a key manifestation of this initiative.

Over the last 6 years the competition has strategically developed the South Indian Tea brand highlighting its regional attributes. This has received strong welcome and accolades from discerning tea connoisseurs. Today the aromatic Nilgiris, the fragrant High Ranges, the floral Anamallais, the brisk Wayanad, the full bodied Travancore and the balanced Karnataka are known and appreciated as representing the interesting facets of South Indian teas. TGLIA, the first-ever tea tasting quality competition held anywhere in the world is appreciated for its metrics - content and methodology, in particular.

Finally, having impacted improvement in quality, this year we aspire to take the next step in consolidating the brand of South Indian Teas through thoughtful market messaging to showcase our winning teas in the national and global market place. We are confident this will firmly place South Indian teas in the consciousness of the global importers and consumers, in time ensuring our prize winning teas command premium prices year after year.

As always, none of this is possible without your support and faith in our initiatives. We look forward to your participation at the e-auction of TGLIA teas scheduled for 7th March 2011. We would appreciate any suggestion and thoughts on how TGLIA can serve your needs.

C. Shreedharan
Convener
TGLIA:STC

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Co-Convener, TGLIA:STC

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The Golden Leaf India Awards - 2011



Southern Tea Competition



The seventh edition of The Golden Leaf India Awards - Coimbatore

Towards sustaining the momentum on the quality front that the first six editions of the Golden Leaf India Awards had provided, the seventh edition of the competition is organized with a view to capture and showcase the quality winter teas from South India. TGLIA:STC 2011, a joint venture of the Tea Board of India and UPASI – A classic public-private initiative – is scheduled to be held on 26 & 27th February 2011 at Coimbatore, coinciding with the National Convention on South India Teas-2011. The final tasting session will be on 26th February at GD Auditorium and the Award Ceremony will be held on 27th February 2011 at Hotel Residency, Avinashi Road, Coimbatore. A speciality Tea Auction for TGLIA teas, is organized on the e-auction platform, which will be held on 7th March 2011. The auction would be open for buyers across seven auction centres in the country.

Background

Recognizing the need for an appropriate positioning of the quality attributes of South India teas in both national and international markets, the United Planters' Association of Southern India (UPASI) and

the Tea Board of India jointly instituted a tea quality competition, The Golden Leaf India Awards: Southern Tea Competition (TGLIA:STC). While the first, third and fifth editions of the competitions were held in India, second, fourth and sixth editions were held in Dubai. We firmly believe that TGLIA:STC provided a chance to the quality tea producers for being recognized in the market place and also among the peers. TGLIA also facilitated the focusing of the various tea growing regions in South India and the winning tea from these regions present a unique expression of the agro-climatic diversity.

Objectives

The competition seeks to unfold the hidden vistas of quality characteristics of South Indian tea, from being one that fits into a mass market category to a position of exclusivity where it has strived hard to belong to. Equally, the competition showcase the different agro-climatic origins of South Indian teas, each with a distinctive quality attribute and each bearing the tradition of a unique ecosystem. Apart from positioning the quality of the produce *per se* the competition portrays the quality of social and natural capital of this important agro-industry. Possessing arguably the best Human Capital Index, for any community, this industry can easily stake a claim to be the most ethical source for world teas.

Methodology

The format and protocol for the competition is exhaustively detail so as to ensure total transparency and de-mutualization. The process of selecting the best teas from various agro-climatic regions will be based on a multi-layer screening process using a scoring system that captures the various quality attributes of tea in an objective manner. The unique scoring system has received so much accolades from the industry circles that we are in the process of getting a copyright for the scoring sheet. A panel of national and international judges comprising eminent experts in the field are involved in the screening and

selection of teas. Competing teas are also screened for pesticide residue parameters and heavy metals of European Union (EU) standards.

A back-up quantity of 150 Kg for Organic leaf grades, 250 Kg for Orthodox leaf grades and Green tea grades and 500 Kg for all other categories is a pre-requisite to ensure that these represent a commercially viable critical mass, as different from specialty teas.

Samples are physically drawn from the back up quantities by the scientists of the UPASI Tea Research Foundation. Six samples are collected for each entry, which are sealed, coded and recoded by the Director, UPASI Tea Research Foundation, using random number methodology, to ensure total confidentiality. The collection of samples as well as infusing of cups for tasting is done in accordance with ISO standards.

The evaluation is based on a scoring methodology which assigns scores on a scale of 0 to 10 for the various quality attributes such as dry leaf appearance, infused or spent leaf appearance, liquor attributes such as colour, aroma, briskness and strength.

Competition Category

Competition is open for black orthodox and CTC teas, organic orthodox, organic CTC teas and green teas. Under orthodox category there will be separate prices for leaf and fanning grades and under CTC category there will be separate prices for leaf, fanning and dust grades, which will be region specific besides a special category for Bought Leaf Sector. Regions include Anamallais, High Ranges, Nilgiris, Travancore, Wayanad and other minor regions comprising Karnataka, Nelliampathy,

