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| 1 | 礼仪仪表仪容（20分） | 发型、服饰与茶艺表演类型相协调。 | (1)发型散乱，扣0.5分<br>(2)服饰穿着不端正，扣0.5分<br>(3)发型、服饰与茶艺表演类型不相协调，扣1分 | 5 | | |
| | | 形象自然、得体，高雅，表演中用语得当，表情自然，具有亲和力。 | (1)视线不集中，表情平淡，扣0.5分<br>(2)目低视，表情不自如，扣0.5分<br>(3)说话举止略显惊慌，扣1分<br>(4)不注重礼貌用语，扣1分 | 5 | | |
| | | 动作、手势、站立姿势端正大方。 | (1)站姿、走姿摇摆，扣1分<br>(2)坐姿不正，双腿张开，扣3分<br>(3)手势中有明显多余动作，扣1分 | 10 | | |
| 2 | 茶席布置（10分） | 茶器具之间功能协调、质地、形状、色彩调和。 | (1)茶具配套不齐全，或有多余的茶具，扣3分<br>(2)茶具色彩不够协调，扣1分<br>(3)茶具之间质地、形状大小不一致，扣2分 | 5 | | |
| | | 茶器具布置与排列有序、合理。 | (1)茶席布置不协调，扣1分<br>(2)茶具配套齐全，茶具、茶席相协调，欠艺术感，扣0.5分 | 5 | | |
| 3 | 茶艺表演（40分） | 根据主题配置音乐，具有较强艺术感染力。 | (1)音乐与主题不协调，扣1分<br>(2)音乐与主题基本一致，欠艺术感染力，扣0.5分 | 5 | | |
| | | 冲泡程序契合茶理，投茶量适用，水温、冲水量及时间把握合理。 | (1)冲泡程序不符合茶理，顺序混乱，扣2分<br>(2)未能正确选择所需茶叶、配料，扣1分<br>(3)选择水温与茶叶不相符合，过高或过低，扣1分<br>(4)冲水量过多或太少，扣1分<br>(5)各杯中茶水有明显差距，扣1分 | 10 | | |
| | | 操作动作适度，手法连绵、轻柔，顺畅，过程完整。 | (1)未能连续完成，中断或出错三次以上，扣2分<br>(2)能基本顺利完成，中断或出错二次以下，扣1分<br>(3)表演技艺平淡，缺乏表情及艺术品味，扣1分<br>(4)表演尚显艺术感，艺术品味平淡，扣1分 | 15 | | |
| | | 奉茶姿态、姿势自然，言辞恰当。 | (1)奉茶姿态不端正，扣1分<br>(2)奉茶次序混乱，扣1分<br>(3)脚步混乱，扣1分<br>(4)不注重礼貌用语，扣1分<br>(5)收回茶具次序混乱，扣1分 | 5 | | |
| | | 收具 | (1)收具顺序混乱，茶具摆放不合理，扣1分<br>(2)离开表演台时，走姿不端正，扣1分 | 5 | | |
| 4 | 茶汤质量（25分） | 茶色、香、味、形表达充分。 | (1)未能表达出茶色、香、味形，扣3分<br>(2)能表达出茶色、香、味形其一者，扣2分<br>(3)能表达出茶色、香、味形其二者，扣1分 | 15 | | |
| | | 奉客人茶汤应温度适宜。 | (1)茶汤温度过高或过低，扣2分<br>(2)茶汤温度与较适宜饮用温度相差不大，扣1分 | 5 | | |
| | | 茶汤适量 | (1)茶量过多，溢出茶杯杯沿，扣1分<br>(2)茶量偏少，扣0.5分 | 5 | | |

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| 5 | 时间（5分） | 在15分钟内完成茶艺表演,超时扣分。 | (1)表演超过规定时间1～3分钟，扣1分<br>(2)表演超过规定时间3～5分钟，扣2分<br>(3)表演超过规定时间5～10分钟，扣3分<br>(4)表演超过规定时间10分钟，扣5分 | 5 | | |
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| 1 | 礼仪仪表仪容（20分） | 发型、服饰与茶艺表演类型相协调。 | (1)发型散乱，扣0.5分<br>(2)服饰穿着不端正，扣0.5分<br>(3)发型、服饰与茶艺表演类型不相协调，扣1分 | 5 | | |
| | | 形象自然、得体，高雅,表演中用语得当，表情自然，具有亲和力。 | (1)视线不集中，表情平淡，扣0.5分<br>(2)目低视，表情不自如，扣0.5分<br>(3)说话举止略显惊慌，扣1分<br>(4)不注重礼貌用语，扣1分 | 5 | | |
| | | 动作、手势、站立姿势端正大方。 | (1)站姿、走姿摇摆，扣1分<br>(2)坐姿不正，双腿张开，扣3分<br>(3)手势中有明显多余动作，扣1分 | 10 | | |
| 2 | 茶席布置（10分） | 茶器具之间功能协调、质地、形状、色彩调和。 | (1)茶具配套不齐全，或有多余的茶具，扣3分<br>(2)茶具色彩不够协调，扣1分<br>(3)茶具之间质地、形状大小不一致，扣2分 | 5 | | |
| | | 茶器具布置与排列有序、合理。 | (1)茶席布置不协调，扣1分<br>(2)茶具配套齐全，茶具、茶席相协调，欠艺术感，扣0.5分 | 5 | | |

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| | | 根据主题配置音乐，具有较强艺术感染力。 | (1)音乐与主题不协调，扣1分<br>(2)音乐与主题基本一致，欠艺术感染力，扣0.5分 | 5 |
| 3 | 茶艺表演（40分） | 冲泡程序契合茶理，投茶量适用，水温、冲水量及时间把握合理。 | (1)冲泡程序不符合茶理，顺序混乱，扣2分<br>(2)未能正确选择所需茶叶、配料，扣1分<br>(3)选择水温与茶叶不相符合，过高或过低，扣1分<br>(4)冲水量过多或太少，扣1分<br>(5)各杯中茶水有明显差距，扣1分 | 10 |
| | | 操作动作适度，手法连绵、轻柔，顺畅，过程完整。 | (1)未能连续完成，中断或出错三次以上，扣2分<br>(2)能基本顺利完成，中断或出错二次以下，扣1分<br>(3)表演技艺平淡，缺乏表情及艺术品味，扣1分<br>(4)表演尚显艺术感，艺术品味平淡，扣1分 | 15 |
| | | 奉茶姿态、姿势自然，言辞恰当。 | (1)奉茶姿态不端正，扣1分<br>(2)奉茶次序混乱，扣1分<br>(3)脚步混乱，扣1分<br>(4)不注重礼貌用语，扣1分<br>(5)收回茶具次序混乱，扣1分 | 5 |
| | | 收具 | (1)收具顺序混乱，茶具摆放不合理，扣1分<br>(2)离开表演台时，走姿不端正，扣1分 | 5 |
| 4 | 茶汤质量（25分） | 茶色、香、味、形表达充分。 | (1)未能表达出茶色、香、味形，扣3分<br>(2)能表达出茶色、香、味形其一者，扣2分 | |

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| 1 | 礼仪仪表仪容（20分） | 发型、服饰与茶艺表演类型相协调。 | (1)发型散乱，扣0.5分<br>(2)服饰穿着不端正，扣0.5分<br>(3)发型、服饰与茶艺表演类型不相协调，扣1分 | 5 | | |
| | | 形象自然、得体，高雅，表演中用语得当，表情自然，具有亲和力。 | (1)视线不集中，表情平淡，扣0.5分<br>(2)目低视，表情不自如，扣0.5分<br>(3)说话举止略显惊慌，扣1分<br>(4)不注重礼貌用语，扣1分 | 5 | | |
| | | 动作、手势、站立姿势端正大方。 | (1)站姿、走姿摇摆，扣1分<br>(2)坐姿不正，双腿张开，扣3分<br>(3)手势中有明显多余动作，扣1分 | 10 | | |
| 2 | 茶席布置（10分） | 茶器具之间功能协调、质地、形状、色彩调和。 | (1)茶具配套不齐全，或有多余的茶具，扣3分<br>(2)茶具色彩不够协调，扣1分<br>(3)茶具之间质地、形状大小不一致，扣2分 | 5 | | |
| | | 茶器具布置与排列有序、合理。 | (1)茶席布置不协调，扣1分<br>(2)茶具配套齐全，茶具、茶席相协调，欠艺术感，扣0.5分 | 5 | | |
| 3 | 茶艺表演（40分） | 根据主题配置音乐，具有较强艺术感染力。 | (1)音乐与主题不协调，扣1分<br>(2)音乐与主题基本一致，欠艺术感染力，扣0.5分 | 5 | | |
| | | 冲泡程序契合茶理，投茶量适用，水温、冲水量及时间把握合理。 | (1)冲泡程序不符合茶理，顺序混乱，扣2分<br>(2)未能正确选择所需茶叶、配料，扣1分<br>(3)选择水温与茶叶不相符合，过高或过低，扣1分<br>(4)冲水量过多或太少，扣1分<br>(5)各杯中茶水有明显差距，扣1分 | 10 | | |
| | | 操作动作适度，手法连绵、轻柔，顺畅，过程完整。 | (1)未能连续完成，中断或出错三次以上，扣2分<br>(2)能基本顺利完成，中断或出错二次以下，扣1分<br>(3)表演技艺平淡，缺乏表情及艺术品味，扣1分<br>(4)表演尚显艺术感，艺术品味平淡，扣1分 | 15 | | |

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| | | 奉茶姿态、姿势自然，言辞恰当。 | (1)奉茶姿态不端正，扣 1 分<br>(2)奉茶次序混乱，扣 1 分<br>(3)脚步混乱，扣 1 分<br>(4)不注重礼貌用语，扣 1 分<br>(5)收回茶具次序混乱，扣 1 分 | 5 | | |
| | | 收具 | (1)收具顺序混乱，茶具摆放不合理，扣 1 分<br>(2)离开表演台时，走姿不端正，扣 1 分 | 5 | | |
| 4 | 茶汤质量（25 分） | 茶色、香、味、形表达充分。 | (1)未能表达出茶色、香、味形，扣 3 分<br>(2)能表达出茶色、香、味形其一者，扣 2 分<br>(3)能表达出茶色、香、味形其二者，扣 1 分 | 15 | | |
| | | 奉客人茶汤应温度适宜。 | (1)茶汤温度过高或过低，扣 2 分<br>(2)茶汤温度与较适宜饮用温度相差不大，扣 1 分 | 5 | | |
| | | 茶汤适量 | (1)茶量过多，溢出茶杯杯沿，扣 1 分<br>(2)茶量偏少，扣 0.5 分 | 5 | | |
| 5 | 时间（5 分） | 在 15 分钟内完成茶艺表演,超时扣分。 | (1)表演超过规定时间 1～3 分钟，扣 1 分<br>(2)表演超过规定时间 3～5 分钟，扣 2 分<br>(3)表演超过规定时间 5～10 分钟，扣 3 分<br>(4)表演超过规定时间 10 分钟，扣 5 分 | 5 | | |
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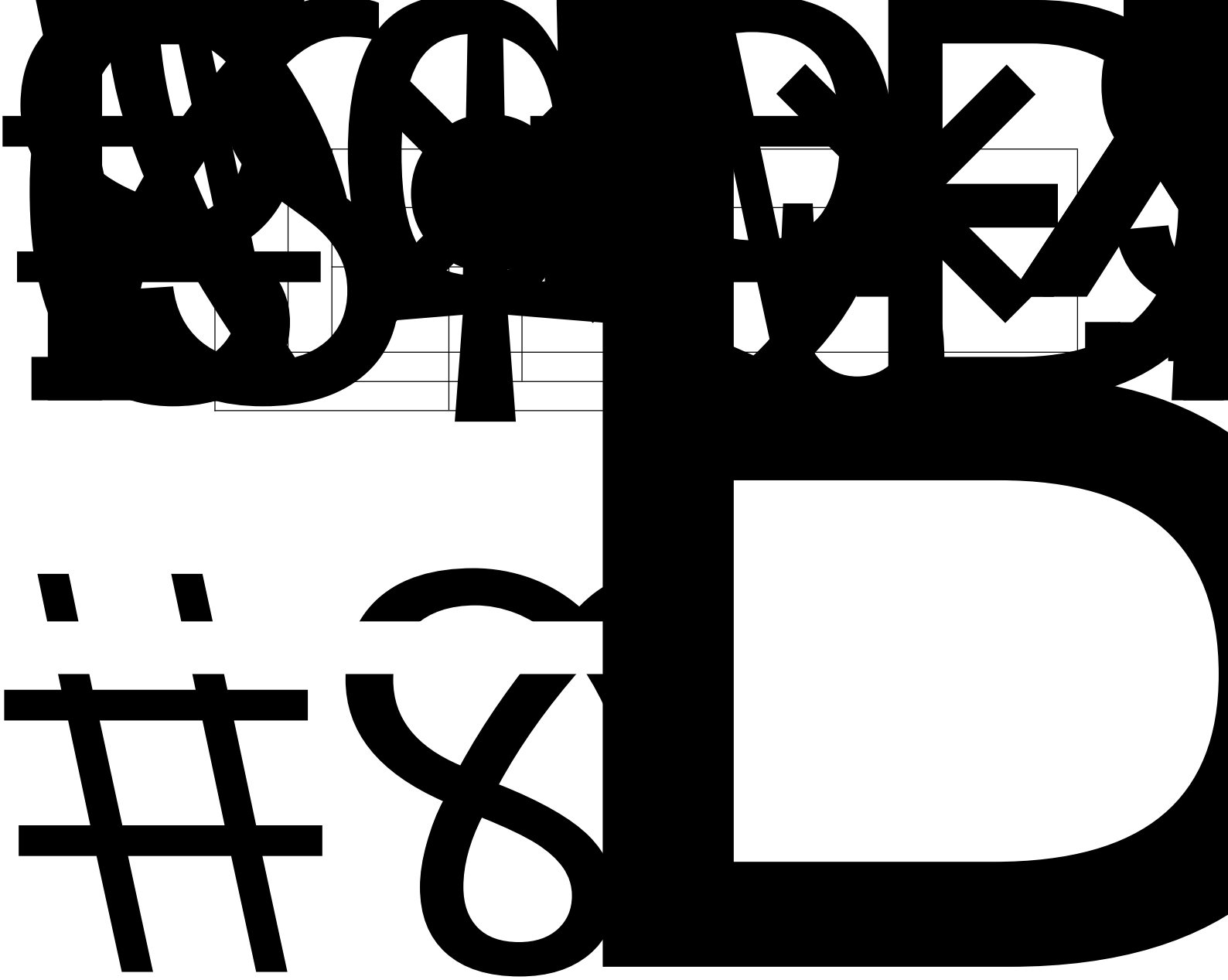

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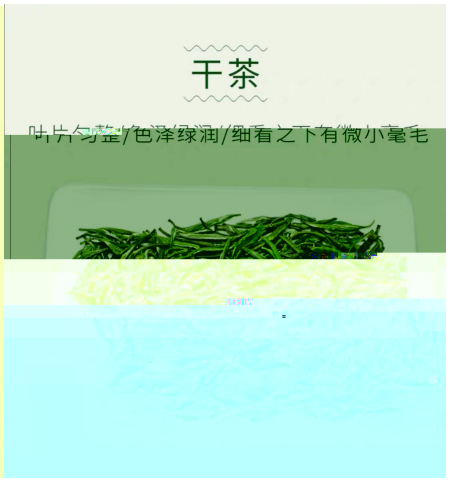
嫩芽特级
地道汉中仙毫

精致包装 实用美观
双重保护 独立保鲜锡袋 防潮保热


干茶
叶片匀整/色泽绿润/细看之下有微小毫毛

茶汤
汤色明亮/黄绿清澈/鲜爽甘醇

茶底
幼嫩多芽/柔匀鲜活/肥壮完整

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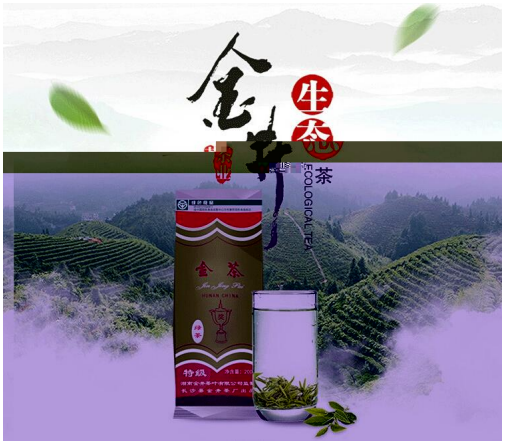
金
牛
茶
ECOLOGICAL TEA
金茶
特级

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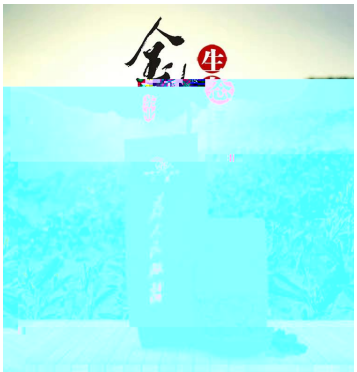

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产品参数
叶底

一株
湘西州保靖縣
古老、珍稀、特异
五百年古茶樹
四高四絕 地方品种
壹兩黃金壹兩茶
隆平雅业
黄金茶

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绿雪茅
传世白茶 源制纯粹
Letsheer Tea
Lv Xue Ya
White Tea
Lü Xue Ya White Tea
40g

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PRODUCT PHOTOGRAPHY
玫瑰花茶 实拍展示
玫瑰花茶 款款心满
花蕊娇俏 瓣瓣含苞 幽香飘散
Transport and transport more safe
铁罐装 运输更安全
铁罐外包装 承压更强 让您宝贝运输无忧 空罐还可做小收纳盒哦 ^_^!
四月茶依
值得你信赖
Be worthy of your trust
四月茶依的每款茶均为经过产品质量监督检验所检测的合格产品！
8.5cm
11.5cm
ROSE TEA
玫瑰花茶
BREWING METHOD
冲泡方法

沉浮有致，赏心悦目
朵朵鲜润清香持久 汤色娇淡如凝露
下午茶饮 玫瑰相约
花园盛开的玫瑰 不及优雅盛放的美人
The garden rose less elegant bloom of beauty

让时间变慢 让青春洋溢
女人如花要心呵护做时光里美好的自己
Woman blossoming care to do a good time in the good of their own

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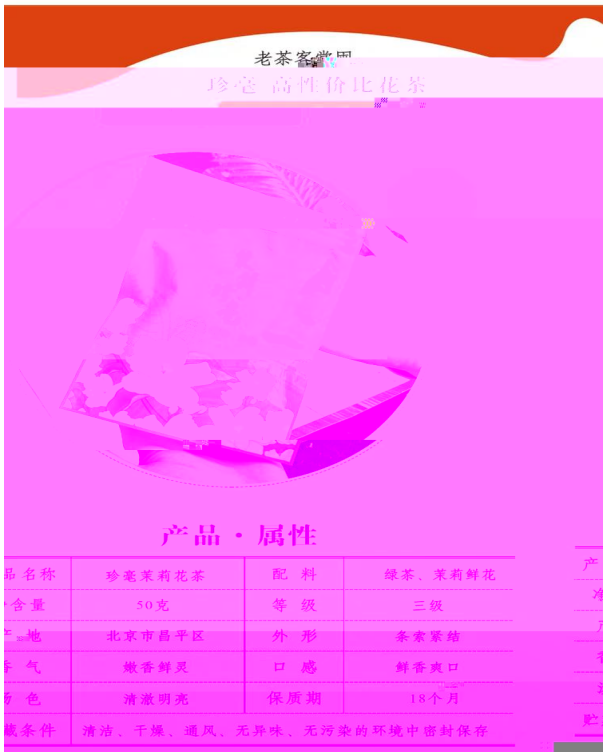
老茶客微罐
珍毫 高性价比花茶
产品·属性
品名称
珍毫茉莉花茶
配料
绿茶、茉莉鲜花
含量
50克
等级
三级
地
北京市昌平区
外形
条索紧结
气
嫩香鲜灵
口感
鲜香爽口
色
清澈明亮
保质期
18个月
条件
清洁、干燥、通风、无异味、无污染的环境中密封保存

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花韵正山小种
用传统的工艺制作香美的茶味

产品细节
正面
红韵齐发 RED
经典铁罐，典雅贵气，质感凸显，其传统的中国红主调，耀眼夺目，并配以简洁动感的色彩图形，光彩迷人。
武夷星
正山小种
密封
内膜锁香 LOCK
金属密封罐，铁罐内部有一层内膜袋，紧锁茶叶酵香，为您的茶叶提供双重保障。

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湘丰茶业
XFTEA
毛尖茶
净含量：100g
湖南湘丰茶业有限公司 出品
中国科学院亚热带农业生态研究所 全程监控

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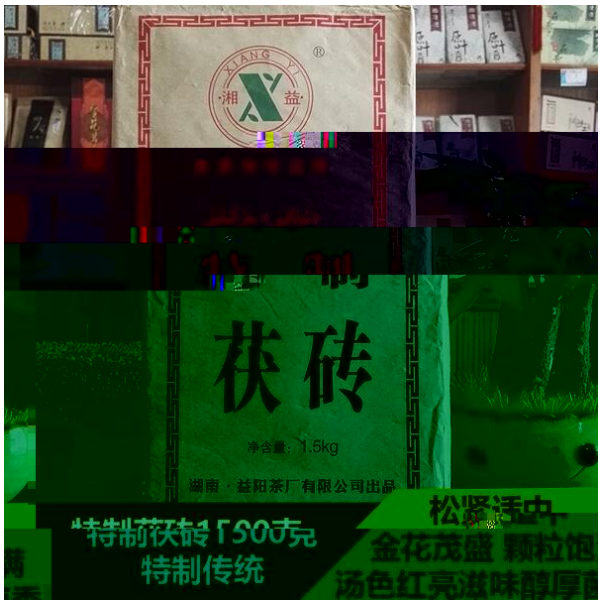
XIANG YI
湘益
茯砖
净含量：1.5kg
湖南·益阳茶厂有限公司出品
特制传统

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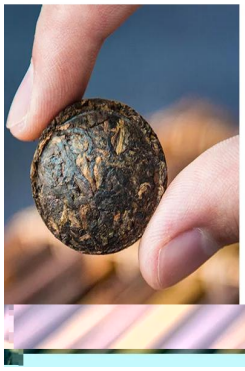
## 产/品/展/示

### 形

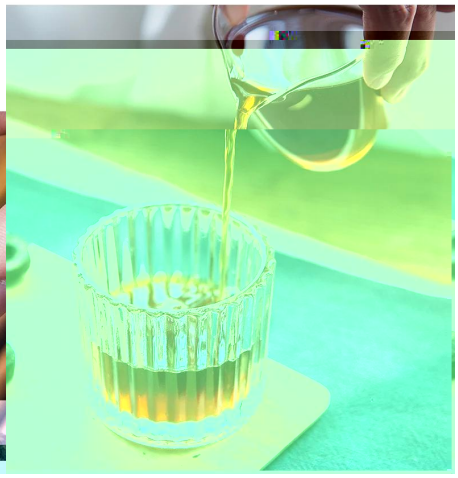
▼色泽褐红 饱满油亮



▼碗形端正 内窝深圆

### 汤

红浓明亮 甜香可闻



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特级黄山毛峰
形似雀舌 色似象牙 兰花香缭绕
品出来的正宗味儿

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明前
新茶
[ 几代人喝出来的好茶 ]
碧螺春香百里醉
明
江
碧螺
春茶
约7万个
开春头采嫩芽

产品展示
EXHIBITION
干茶
条索纤细，卷曲成螺，满身批毫

茶汤
清澈明亮，银绿隐翠，嫩香清幽

叶底
嫩匀多芽 芽大叶小 色泽鲜润

创意生态罐
SHOW BREWING
包装变“花盆”种出你的私家后花园
01/ 开盖有种子
02/ 取出健康豆
03/ 罐底有排水孔
04/ 罐内倒入泥土
05/ 给种子浇水
06/ 期待生根发芽
种植成功可拍照分享至微博并@艺福堂，即可免费获得奖品哦！
中国实用新型专利号：ZL2 014 04757092

包装展示
PACKAGING SHOW
Ø7.5cm
12.5cm
碧螺春茶
艺福堂
EFUTON
生态铁罐
抗压、环保、可重复利用
镀铝内袋
隔热、遮光、防异味
产品参数
商品基本参数，安全放心

冲泡展示
SHOW BREWING
注水
注入 85°C 左右
热水约 250ml
投茶
投入 3g 左右
碧螺春干茶
品饮
待茶叶舒展、
静候品饮
小艺贴士
①碧螺春由于芽叶细嫩，冲泡需采用上投法。

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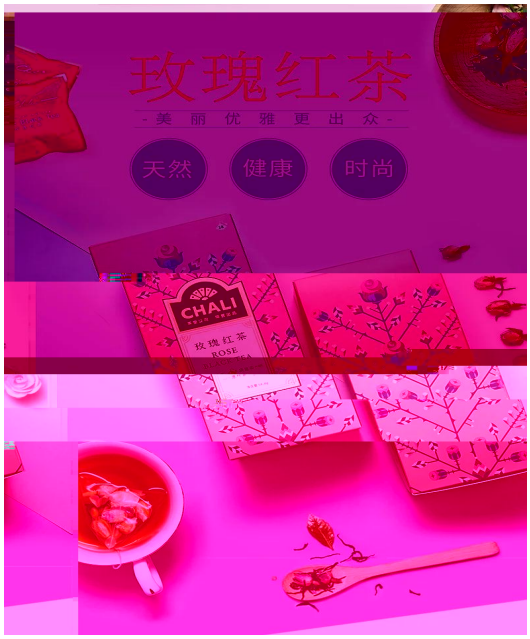
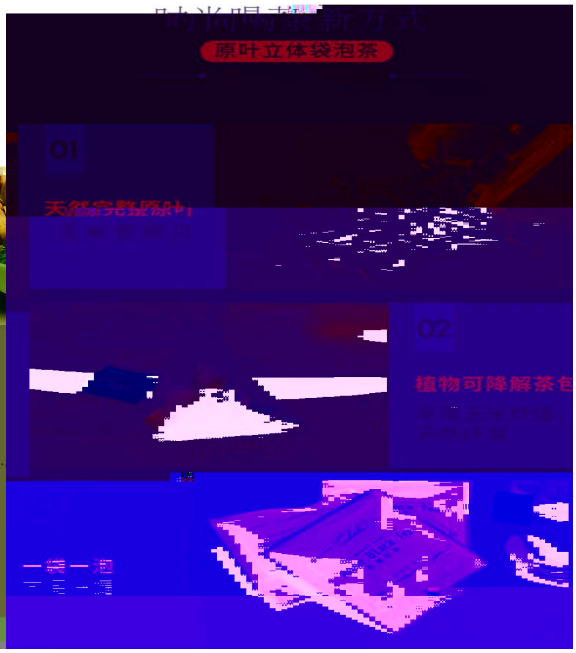

玫瑰红茶
美 丽 优 雅 更 出 众
天然
健康
时尚
CHALI
玫瑰红茶
ROSE

玫瑰与红茶de美丽邂逅
Rose And Black Tea
玫瑰花香酸甜
与红茶和谐交融
演绎出恰到好处的香甜
犹如一场美好的爱恋

不是所有玫瑰都如此娇嫩
Beautiful Rose You Deserve To Have
花香宜人
浓郁持久
朵朵含苞待放
可爱迷人
色泽粉嫩
娇艳欲滴


原叶立体袋泡茶
01
02
植物可降解茶包
一袋一泡

释放感官 感受茶的美妙
Feel The Wonderfulness Of Tea
观
闻
品
红茶乌润紧细
玫瑰粉嫩饱满
萦绕于杯中
满满香甜气息
花香与蜜香交织
唇齿留香
滋味醇厚柔滑
冲泡方法
Swells the method
常规泡法
取出茶包
倒入200ml
90°C热水
泡2—3分钟
可冲泡1—3次
冷泡法
取出茶包
倒入300ml冷开水
充分浸泡
放入冰箱或倒入冰块
泡1-3小时
精致包装 · 注重细节
Exquisite packaging , Attention to detail
CHALI

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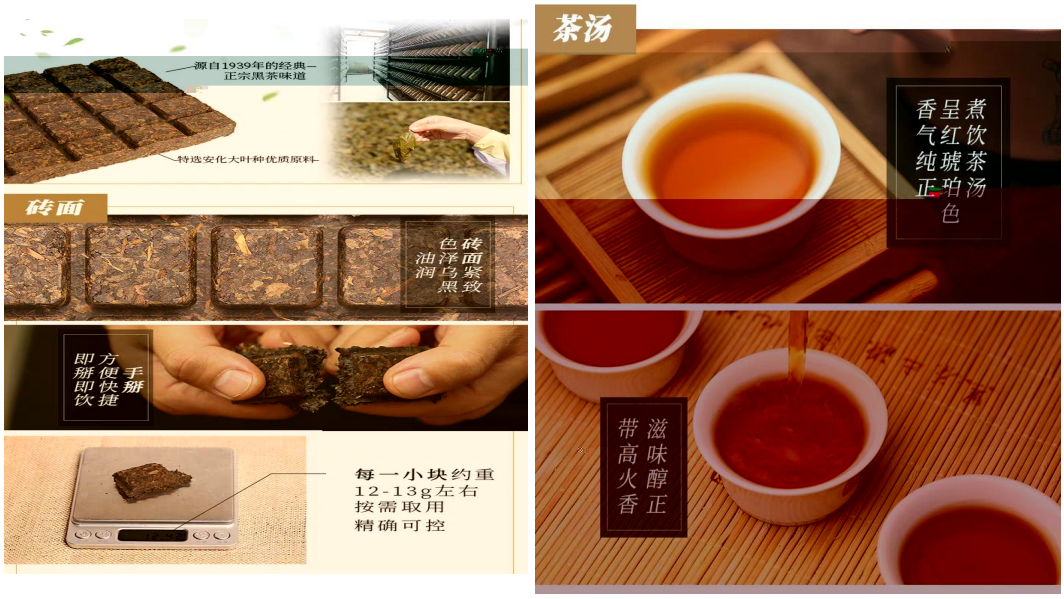
源自1939年的经典—
正宗黑茶味道
特选安化大叶种优质原料
砖面
砖面
色泽乌黑
油润紧致
手掰
方便快捷
即掰即饮
每一小块约重
12-13g左右
按需取用
精确可控
茶汤
煮饮茶汤
呈红琥珀色
香气纯正
滋味醇正
带高火香

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色泽褐绿，
茶体紧结，匀实
清香
细嗅
带松烟香
干茶香气纯正

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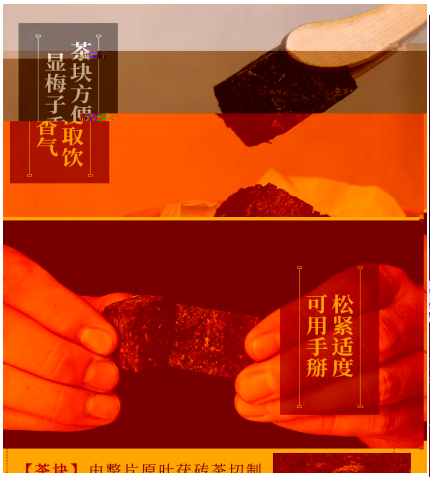
茶块方便取饮
显梅子香气


松紧适度
可用手掰

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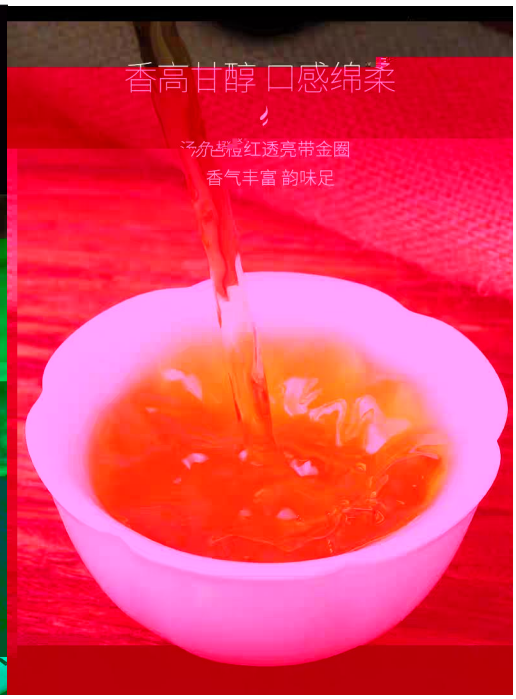
/// 茶品展示 ///
- E X H I B I T I O N -
条索紧结 金芽肥嫩
干茶匀整 金毫外显
色泽乌润


香高甘醇 口感绵柔
汤色橙红透亮带金圈
香气丰富 韵味足

柔软有弹性就是嫩
匀整红亮 发酵适度
叶质柔软有弹性

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茉莉花茶
周明来
广西三禾茶业有限公司

干
白毫
条索

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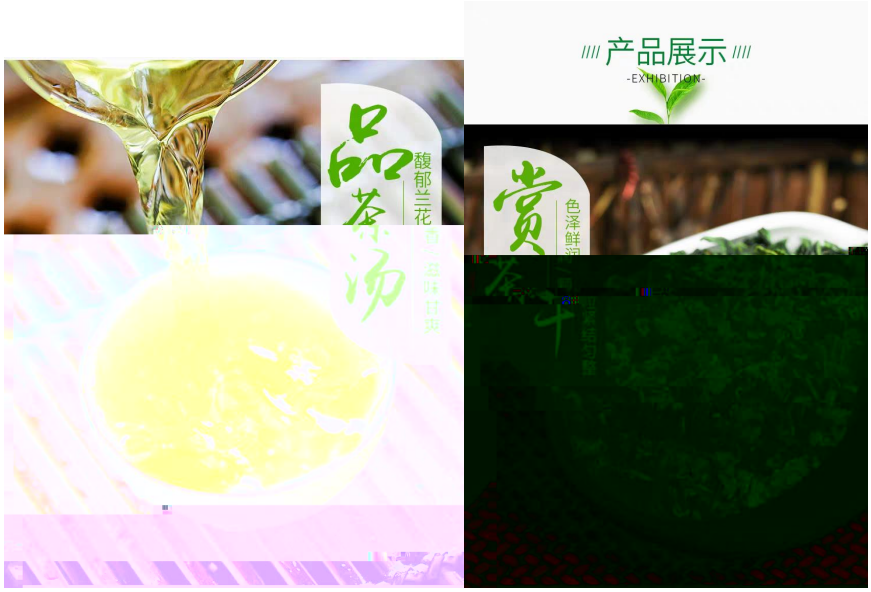
品茶汤
馥郁兰花
产品展示
-EXHIBITION-
赏茶叶
色泽鲜润

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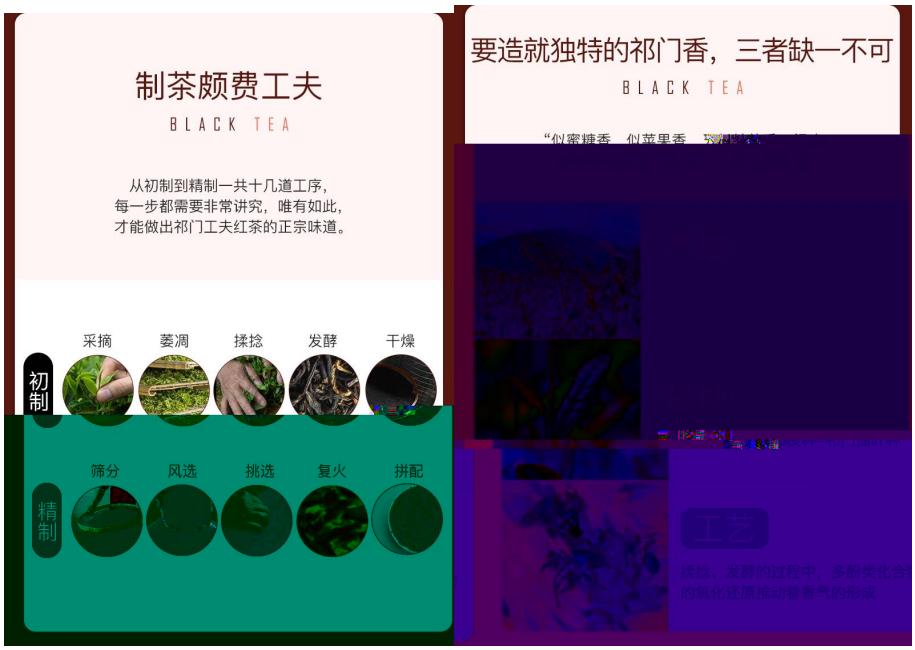
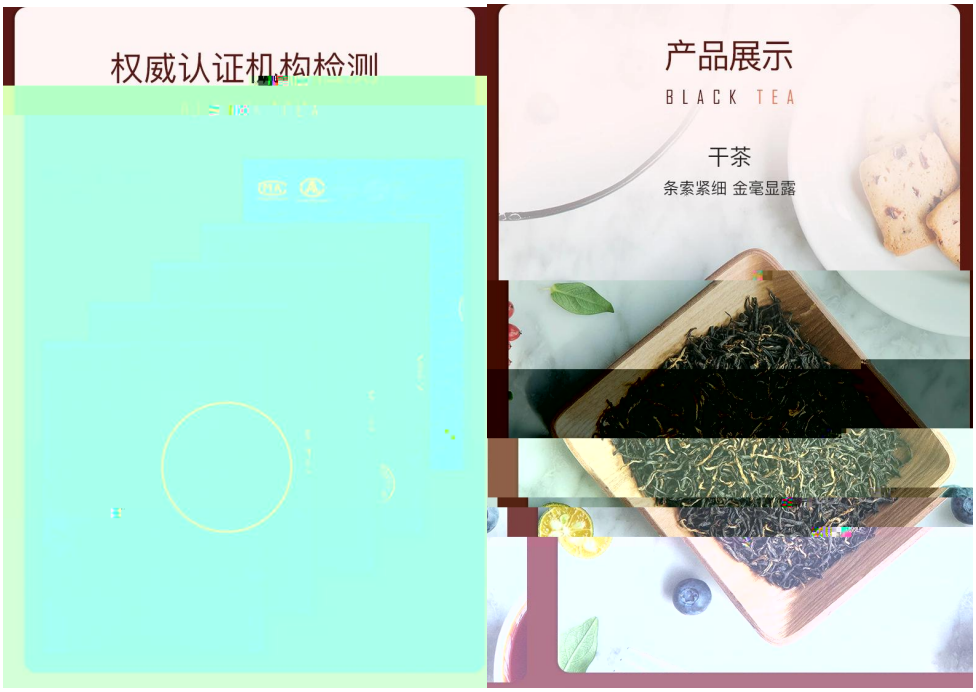
世界三大高香红茶
祁门工夫红茶
祁门工夫红茶
1 香气馥郁
2 滋味醇厚
3 祁门香韵
源自祁门红茶原产地
BLACK TEA
年均气温
20℃
相对湿度
75%
年均降水
2000mm


制茶颇费工夫
BLACK TEA
从初制到精制一共十几道工序，
每一步都需要非常讲究，唯有如此，
才能做出祁门工夫红茶的正宗味道。
初制
采摘
萎凋
揉捻
发酵
干燥
精制
筛分
风选
挑选
复火
拼配
要造就独特的祁门香，三者缺一不可
BLACK TEA
工艺


权威认证机构检测
产品展示
BLACK TEA
干茶
条索紧细 金毫显露

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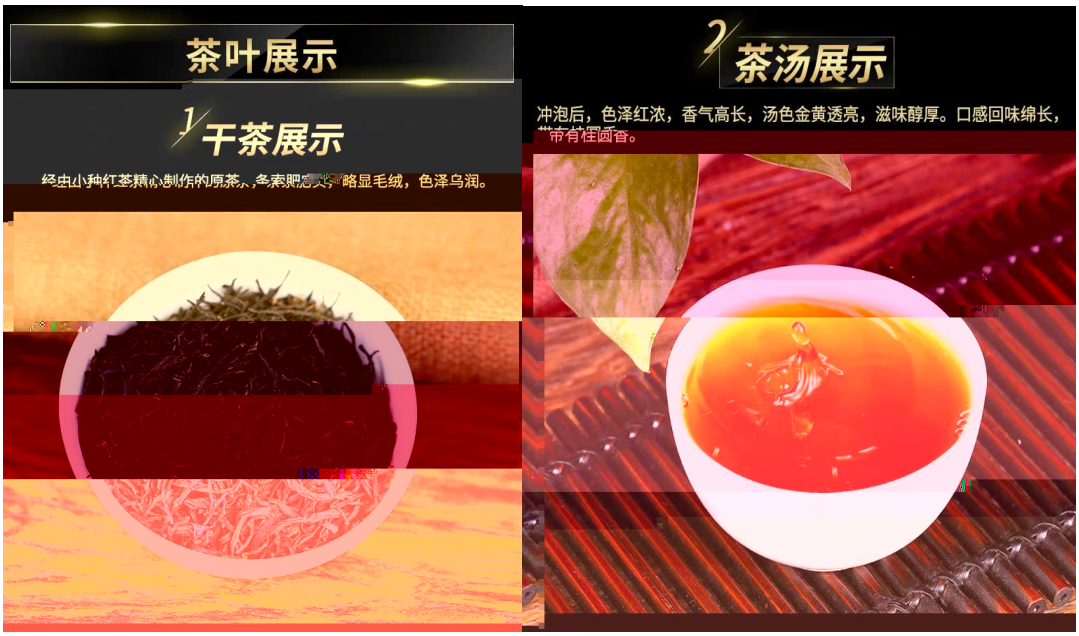
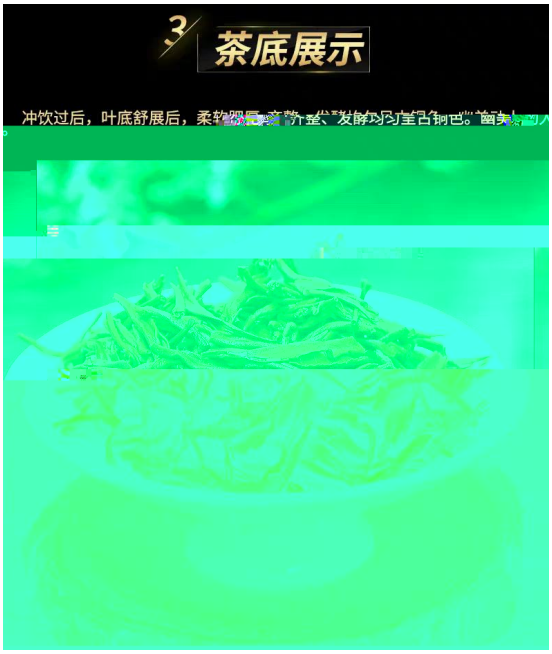

茶叶展示
1 干茶展示
经由小种红茶精心制作的原茶，条索肥大，略显毛绒，色泽乌润。
2 茶汤展示
冲泡后，色泽红浓，香气高长，汤色金黄透亮，滋味醇厚。口感回味绵长，
带有桂圆香。


3
茶底展示
冲饮过后，叶底舒展后，柔软照原来芽叶整，发酵均匀呈古铜色，鲜美

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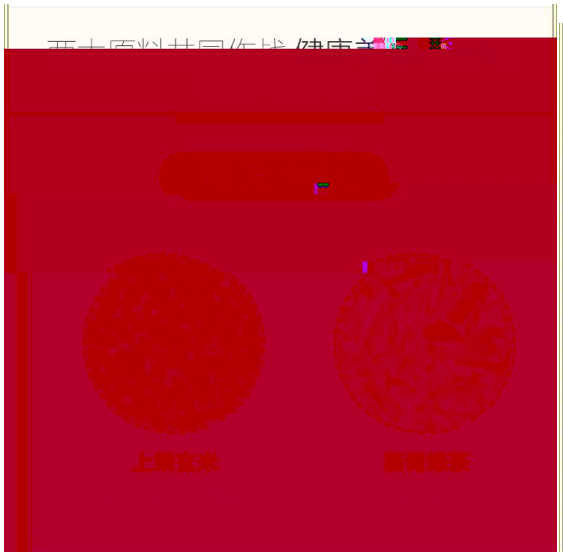
艺福堂玄米茶
品饮正宗玄米味儿
米香四溢·健康饮品·便捷袋泡
RICE FRAGRANT HEALTH DRINK CONVENIENT BAG
玄米茶
艺福堂
EFUTON

看得见的一粒一叶
SEEING A SINGLE LEAF



科学粉碎 溶解迅速
SCIENCE CRUSH DISSOLVE QUICKLY

鲜醇爽滑 正宗玄米茶味儿

艺福堂玄米茶 · 冲泡展示
THE XUAN RICE TEA BREWING
投茶
取一小茶包，投入杯中
注水
注入200-250ml沸水
品饮
香飘四溢，静候品饮

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