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模块一 茶叶审评模块

(一) 试 编号规则试 组合

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A1-4

B1-2

C1-4

D1-3

F1-3

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| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D1 | F1 |

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|----|----|----|----|----|----|----|----|----|----|----|
| 2 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D1 | F2 |
| 3 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D1 | F3 |
| 4 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D2 | F1 |
| 5 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F1 |
| 6 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D2 | F2 |
| 7 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D2 | F3 |
| 8 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F2 |
| 9 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F3 |
| 10 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F1 |
| 11 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F2 |
| 12 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F3 |
| 13 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D2 | F1 |
| 14 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D3 | F1 |
| 15 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D2 | F2 |
| 16 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D2 | F3 |
| 17 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D3 | F2 |
| 18 | A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D3 | F3 |
| 19 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C4 | D1 | F1 |
| 20 | A1 | A2 | A3 | A4 | B1 | B2 | C1 | C4 | D1 | F2 |

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| | 1 | 2 | 3 | 4 | | | 1 | 2 | 3 | 4 |
| 1 | A1 | B1 | C1 | D1 | | 11 | A3 | B1 | C2 | D1 |
| 2 | A2 | B1 | C1 | D1 | | 12 | A4 | B1 | C2 | D1 |
| 3 | A3 | B1 | C1 | D1 | | 13 | A1 | B2 | C2 | D1 |
| 4 | A4 | B1 | C1 | D1 | | 14 | A2 | B2 | C2 | D1 |

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4. 试 编号：1-4：茶叶审评

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5. 试 编号：1-5：茶叶审评

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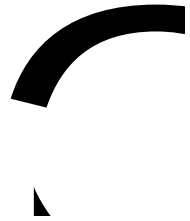
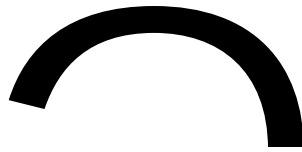
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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F1 |
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6. 试 编号：1-6：茶叶审评

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11. 试 编号：1-11：茶叶审评

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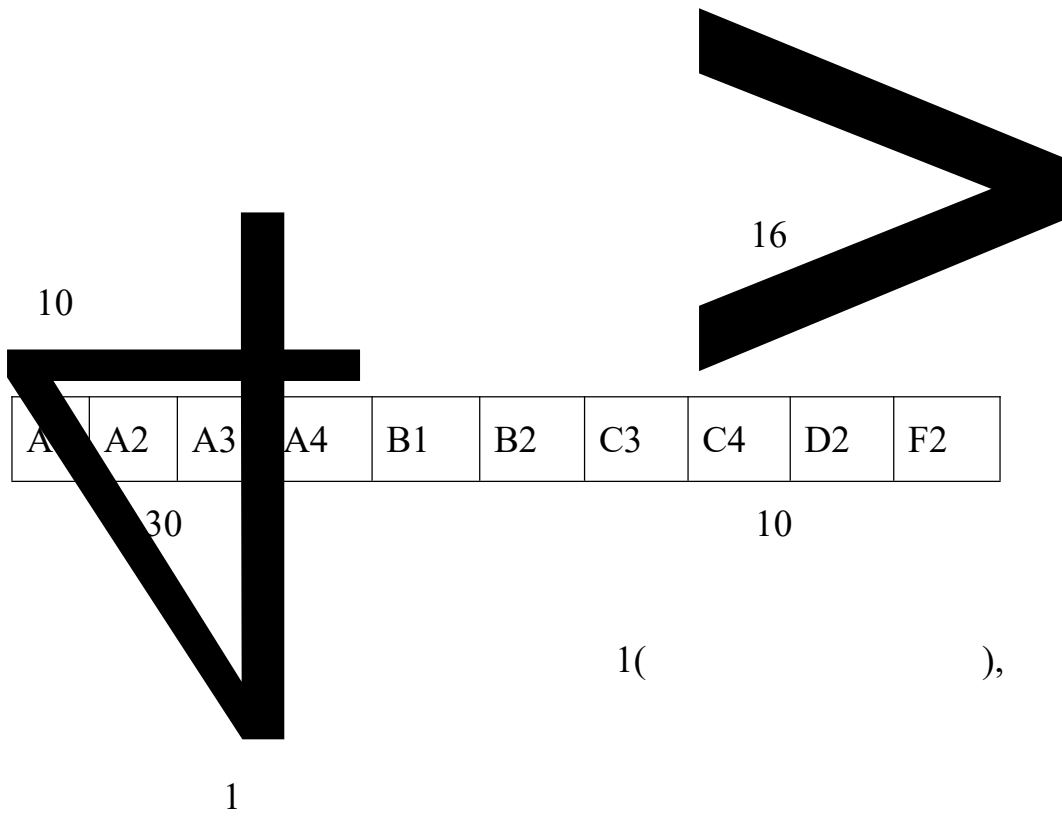
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15. 试 编号：1-15：茶叶审评

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16. 试 编号：1-16：茶叶审评

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17. 试 编号：1-17：茶叶审评

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18. 试 编号：1-18：茶叶审评

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19. 试 编号：1-19：茶叶审评

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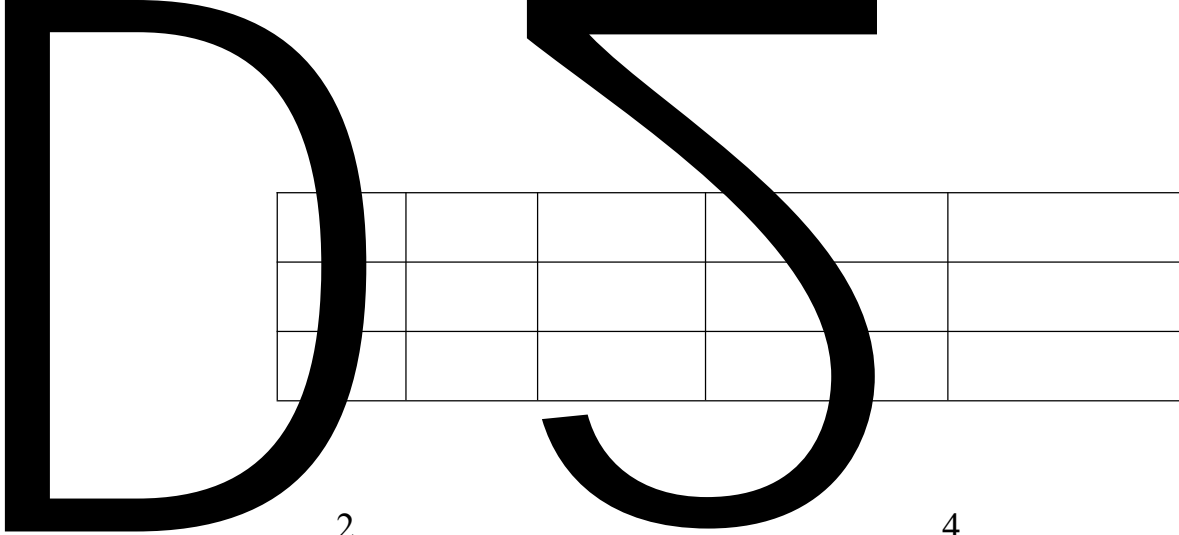
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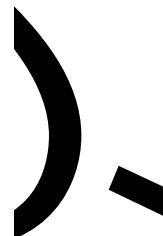
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模块二 茶艺服务

1. 保 茶 “端午茶会” 主 茶席设计与茶艺展示
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2. 试 编号： 2-2 ， 湘丰茶业 “谷 茶会” 主 茶席设计与茶艺展示

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3. 试 编号： 2-3 ， 井茶业 “中秋茶会” 主 茶席设计与茶艺展示

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4. 试 编号： 2-4 ， 君山 “立春茶会”主 茶席设计与茶
艺展示

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5. 试 编号：2-5 ， 平茶业“寒 茶会”主 茶席设计与茶艺展示

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6. 试 编号：2-6，徽六“水茶会”主 茶席设计与茶艺展示

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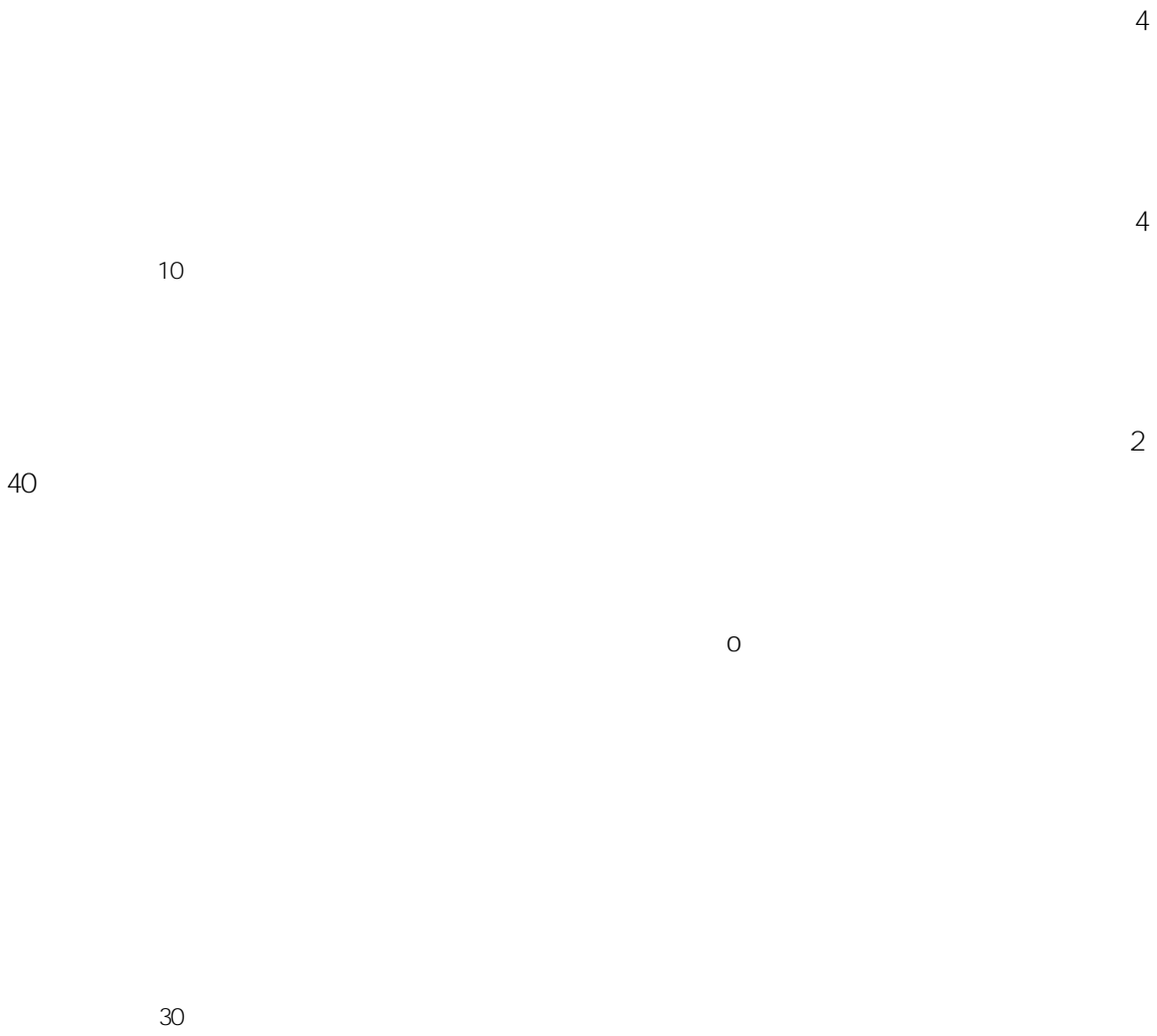
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8. 试 编号：2-8 ，张一元茉莉花茶“白 茶会”主 茶席设计
与茶艺展示

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9. 试 编号：2-9 ， 吴裕泰茶业 “ 茶会” 主 茶席设计与茶艺展示

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模块三茶叶 售

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2. 试 编号：3-2，大茶狮牌湘西保 茶推

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3. 试 编号：3-3，汉中仙毫新茶推

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精致包装 实用美观

双重保护 独立保鲜锡袋 防潮隔热



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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4. 试 编号：3-4, 源春祁 红茶推

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5. 试 编号：3-5, 井绿茶推

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6. 试 编号：3-6, 井为人民服务冰 初芽茶推

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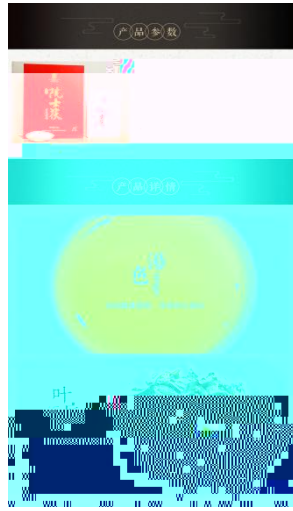
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7. 试 编号：3-7, 士茯 手筑茯砖茶推

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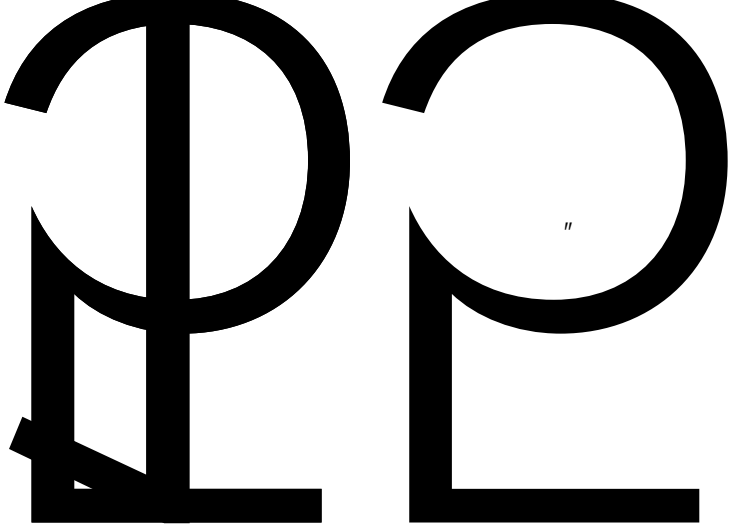
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9. 试 编号：3-9, 四月茶依牌玫瑰花茶推

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PRODUCT PHOTOGRAPHY
玫瑰花茶 实拍展示




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

8.5cm
11.5cm
ROSE TEA

加入4-6颗玫瑰茶，可根据个人口味和水量进行调节。

按照茶人指示，按照茶汤，可和其他花茶搭配。

注水至七八满，静候3-5分钟，可最佳。



朵朵鲜润清香持久 汤色娇淡如凝露
Lasting fragrance soup color is pale like dew Johnson



花园盛开的玫瑰 不及优雅绽放的香气

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10. 试 编号：3-10，吴裕泰牌茉莉花茶推

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老茶客常囤
珍毫 高性价比花茶

200元/斤



产品·属性

| 产品名称 | 珍毫茉莉花茶 | 配料 | 绿茶、茉莉鲜花 |
|------|--------------------------|-----|---------|
| 净含量 | 50克 | 等级 | 三级 |
| 产地 | 北京市昌平区 | 外形 | 条索紧结 |
| 香气 | 嫩香鲜灵 | 口感 | 鲜香爽口 |
| 汤色 | 清澈明亮 | 保质期 | 18个月 |
| 贮藏条件 | 清洁、干燥、通风、无异味、无污染的环境中密封保存 | | |

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11. 试 编号：3-11, 武夷星牌正山小种红茶推

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12. 试 编号：3-12, 湘丰毛尖推

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13. 试 编号：3-13, 湘益牌茯砖茶推

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14. 试 编号：3-14, 艺福堂醇 普洱小沱茶推

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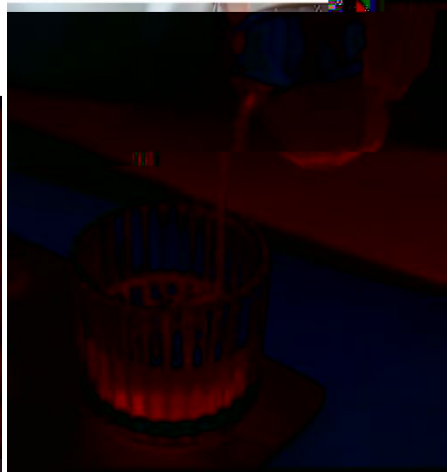
▼色泽褐红 饱满油亮

▼碗形端正 内窝深圆



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15. 试 编号：3-15, 艺福堂牌 山毛峰推

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16. 试 编号：3-16, 艺福堂牌明前特级江苏碧螺春茶推

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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

生态铁罐 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

冲泡碧螺春

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**。
- ②碧螺春冲泡时水温需控制在 80-90°C (切不可用即开开水)
- ③喜欢浓茶口感的, 投茶时分量可以略多些。

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| | | 100 | |

17. 试 编号：3-17, ChaLi 茶里玫瑰红茶茶包茶叶三角袋泡茶推

1

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[] : 24

[] : 54g (3g*18)

[] : 90C



玫瑰与红茶de美丽邂逅

玫瑰花香馥郁
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



色泽粉嫩
娇艳欲滴



花香宜人
浓郁持久



朵朵含苞待放
可爱迷人

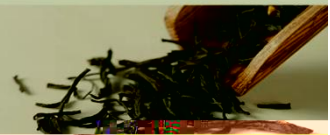
时尚喝茶新方式

原叶立体袋泡茶

New Way To Drink Tea

01

天然完整原叶
清晰看得见



02

植物可降解

03

一袋一泡





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

时尚大气设计 彰显品牌调性

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18. 试 编号：3-18 白沙溪经典 砖推

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19. 试 编号：3-19, 安化千两

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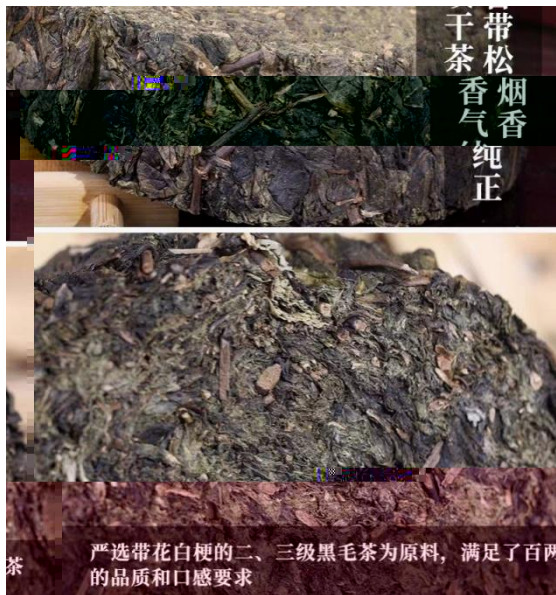
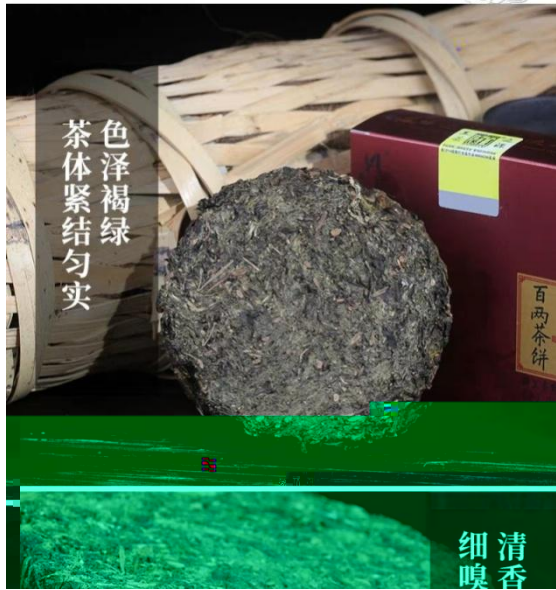
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[]: 13cm*13cm*3.5cm

[]: 59



茶 严选带花白梗的二、三级黑毛茶为原料，满足了百两的品质和口感要求

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20. 试 编号：3-20, 一品仙都匀毛尖推

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喝茶不洗茶
茶叶干净无需冲洗



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| 3 | | 1-2 | 5 | | | | |
| | | 100 | | | | | |

模块四 营 策划模块

任务一：制定促 活动策划方案

1. 试 编号：4-1-1，“白沙溪”专卖店十月促 活动方案策划

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**2. 试 编号：4-1-2, 试 编号：张一元茉莉花茶感恩节促 活
动方案策划**

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| | 12 | 3 5 | | 2 |
| | 7 | 2 | | 3 |
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3. 试 编号：4-1-3, 保 茶端午节促 活动方案策划

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| 80 | 5 | | 1000 50 1 | |
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| | 5 | 2 1 | | 2 |

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4. 试 编号：4-1-4, 八 茶业专卖店开业促 活动方案策划

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| | | 6 | 2 | 4 |
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6. 试 编号：4-1-6，唐羽茗茶中秋回 老客户促 活动方案策
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| 80 | | 6 | 2 | 4 |
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| | | 7 | 2 | 3 |
| | | 5 | 1 | 2 2 |
| | | 5 | 2 | 1 |
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7. 试 编号：4-1-7，八 茶业“双十一”线上促 活动方案策
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| | | 5 | 2 1 | | | 2 |
| | | 5 | | | | 2 1 |
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8. 试 编号：4-1-8，谢裕大父亲节促 活动方案策划

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| | | 4. | 5 | 0 | |
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| 80 | | 5 | | 1000 50 1 | |
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| | | 5 | | 2 | 2 | 1 |
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10. 试 编号：4-1-10，正山茶业“眉”新品促 活动方案
策划

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11. 试 编号：4-1-11，艺福堂茶业春茶促 活动方案策划

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12. 试 编号：4-1-12，正浩茶叶周年庆促 活动方案策划

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13. 试 编号：4-1-13，福 白茶“五一”促 活动方案策划

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14. 试 编号：4-1-14，小罐茶国庆促 活动方案策划

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15. 试 编号：4-1-15，吴裕泰茶业开业促 活动方案策划

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| | | 12 | 3 | 5 | 2 | 1 |
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| | | 5 | 2 | 1 | 2 | |
| | | 5 | | 2 | 2 | 1 |
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任务二：制定茶事活动策划方案

1. 试 编号：4-2-1，“白沙溪”专卖店“立冬茶会”茶事活动方案策划

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2. 试 编号：4-2-2，湘丰毛尖“春茶新品品鉴会”茶事活动方案策划

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3. 试 编号：4-2-3，保 茶“端午茶会”茶事活动方案策
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4. 试 编号：4-2-4，八 茶业专卖店“中秋茶会”茶事活动方案策划

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5. 试 编号：4-2-5，天福茗茶“冬至茶会”茶事活动方案策划

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6. 试 编号：4-2-6，唐羽茗茶“中秋茶会”茶事活动方案策划

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7. 试 编号：4-2-7，八 茶业“春分茶会”茶事活动方案策划

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**8. 试 编号：4-2-8，谢裕大 山毛峰“春茶品 会”茶事活动
方案策划**

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10. 试 编号：4-2-10，正山茶业“眉新品品 茶会”茶事
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**11. 试 编号：4-2-11，艺福堂茶业“端午茶会”茶事活动方案
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12. 试 编号：4-2-12，正浩茶叶“谷 茶会”茶事活动方案策
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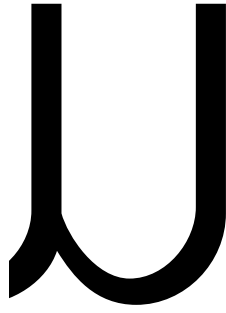
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13. 试 编号：4-2-13，福 白茶“小暑茶会”茶事活动方案策
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14. 试 编号：4-2-14，小罐茶“立秋茶会”茶事活动方案策划

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15. 试 编号：4-2-15，吴裕泰茶业“茶会”茶事活动方案
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