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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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| 60 | 5 | | 2 | 1 2 |
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| | 5 | | 100 | 1 1 1 |
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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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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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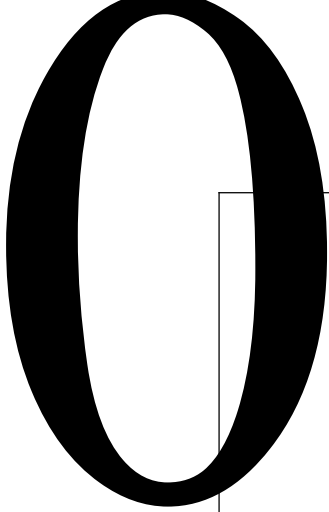
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19. 试 编号：1-19：茶叶审评

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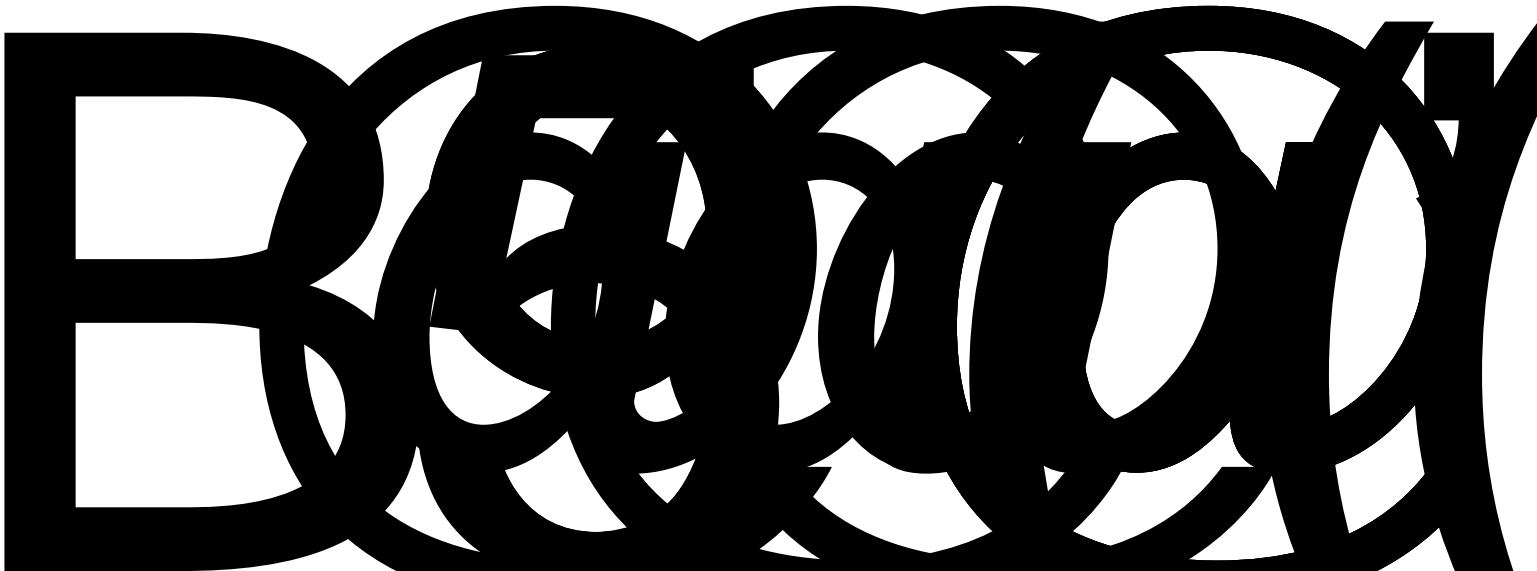
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模块二 茶艺服务

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
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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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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

1. 试 编号：3-1，白沙溪天尖茶推

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3. 试 编号：3-3，汉中仙毫新茶推

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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

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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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7. 试 编号：3-7, 士茯 手筑茯砖茶推

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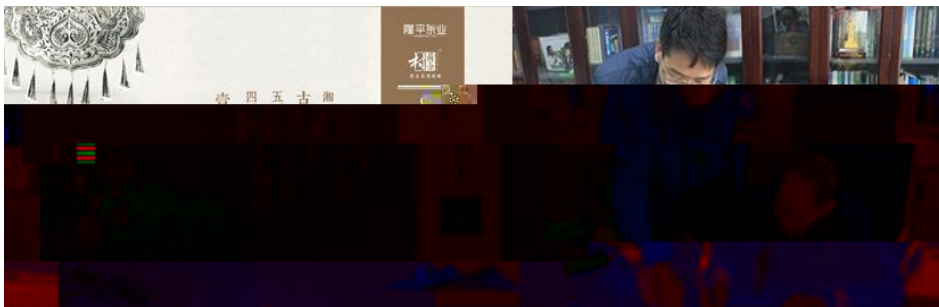
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9. 试 编号：3-9, 四月茶依牌玫瑰花茶推

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: 4-6

198

PRODUCT PHOTOGRAPHY 玫瑰花茶 实拍展示



花蕾娇俏 瓣瓣含苞 幽香飘散
Flower bud fragrance waft delicate and dainty petal

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

投入4-6颗玫瑰花，可根据个人
口味和水量进行调节。

罐罐注入热水，轻轻冲泡，可与
其他花茶搭配。

注水至七八满，静候3-5分钟，新
可品饮。



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 不及优雅绽放的茶！

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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、茉莉花 |
|--------|--------|----|--------|
| 净含量/规格 | 50克 | 等级 | 三级 |

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| 2 | | , | | | |
| 3 | | 1-2 5 | | | |
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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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产品细节

正面
红韵齐发 2020

经典铁罐，典雅贵气，质感凸显，其传统的中国红主题，耀耀夺目，并配以简洁动感的色彩图形，光彩迷人。



密封
内隔物音 LOCK

全密封罐，罐内设有二层内隔袋，采用光面漆，为您的茶叶提供双重保障。



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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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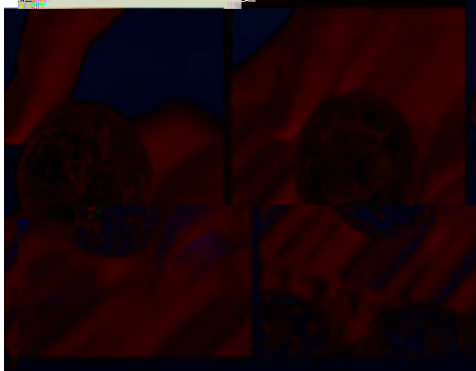
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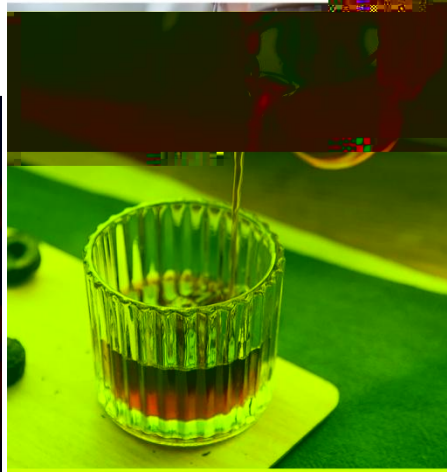
▼色泽褐红 饱满油亮

▼碗形端正 内窝深圆



汤

红浓明亮 甜香可闻



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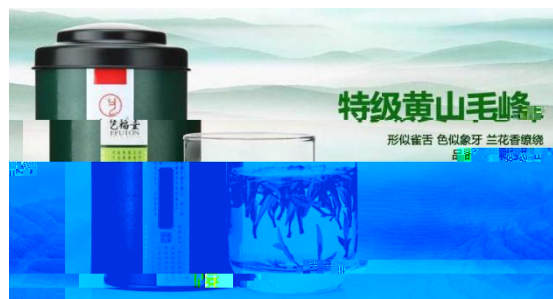
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15. 试 编号：3-15, 艺福堂牌 山毛峰推

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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 镀铝内袋 产品参数

压、环保、可重复利用 隔热、遮光、防异味 商品基本参数，安全放心

冲泡展示

SHOW BREWING

冲泡展示

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| | 5 | | |
| 10 | 2 | | |
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17. 试 编号：3-17, ChaLi 茶里玫瑰红茶茶包茶叶三角袋泡茶推

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[] : 54g (3g*18)

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玫瑰红茶

- 美丽 优雅 更出众 -

天然 健康 时尚

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

植物可降解茶
采用玉米纤维
天然环保



03

一袋一泡
方便快捷



释放感官 感受茶的美妙

— Feel The Wonderfulness Of Tea —

观



玫瑰粉嫩饱满
红茶乌润紧细

闻



花香与蜜香交织
满满香甜气息
萦绕于杯中

品



滋味醇厚柔滑
唇齿留香

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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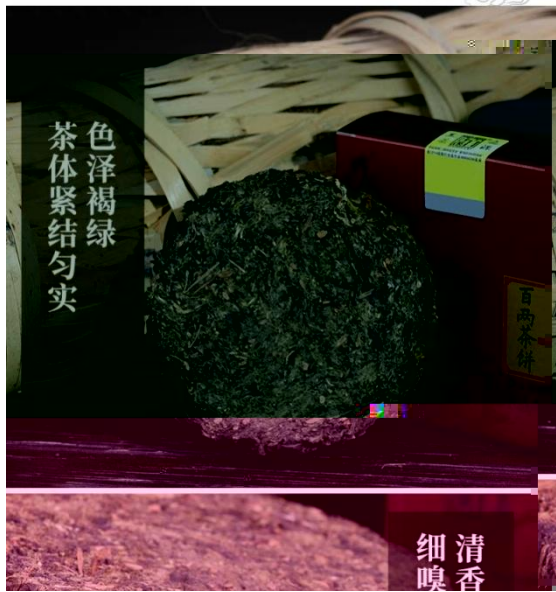
[]: 180g

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[]: 13cm*13cm*3.5cm

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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
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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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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. 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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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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8. 试 编号：4-1-8，谢裕大父亲节促 活动方案策划

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10. 试 编号：4-1-10，正山茶业“眉”新品促 活动方案
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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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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
活动方案策划

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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
策划**

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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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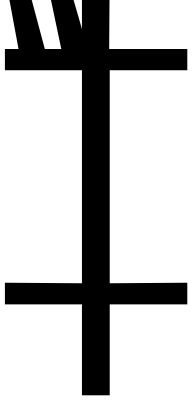
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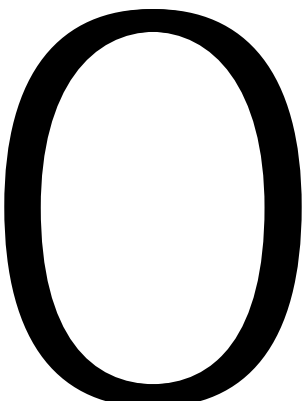
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13. 试 编号：4-2-13，福 白茶“小暑茶会”茶事活动方案策
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| | | 5 | 2 1 | 2 |
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14. 试 编号：4-2-14，小罐茶“立秋茶会”茶事活动方案策划

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15. 试 编号：4-2-15，吴裕泰茶业“茶会”茶事活动方案
策划

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