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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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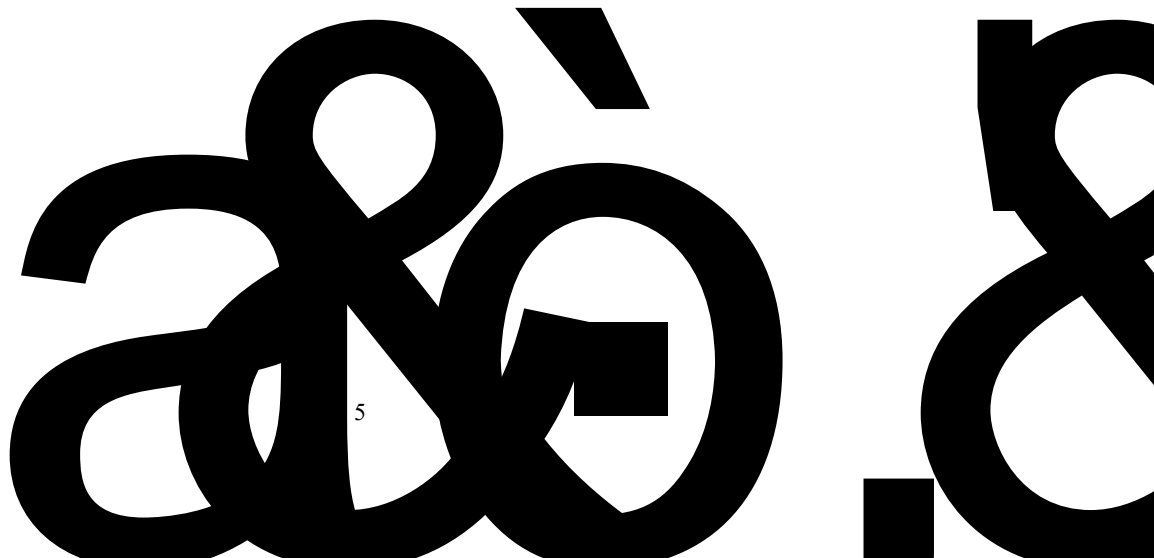
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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F1 |
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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F2 |
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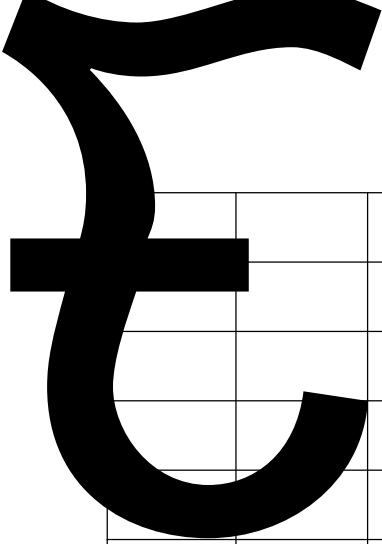
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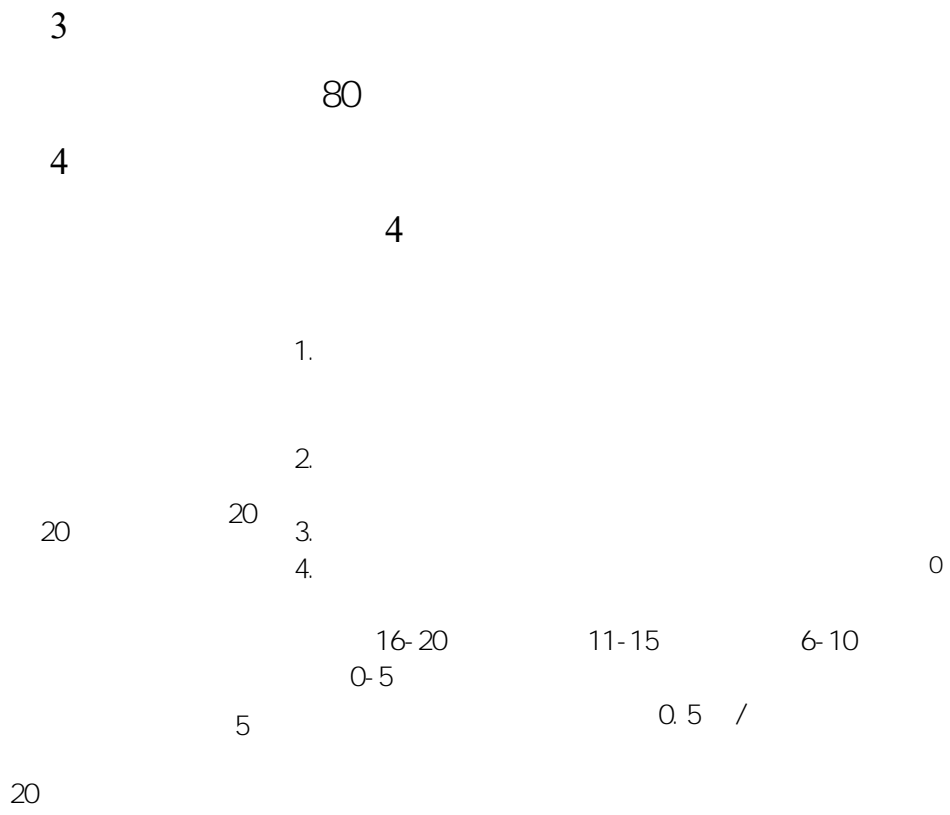
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模块二 茶艺服务

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
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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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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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3. 试 编号：3-3，汉中仙毫新茶推

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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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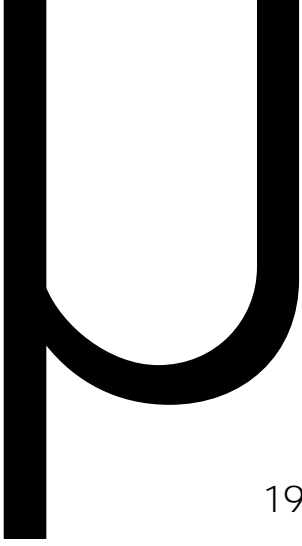
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5. 试 编号：3-5, 井绿茶推

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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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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
测的合格产品!



BREWING METHOD 冲泡方法





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 不及优雅成熟的茶

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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 | 50克 | 等级 | 三级 |
| 产地 | 北京市昌平区 | 产地 | 安溪原产 |
| 香气 | 茉莉甜香 | 甜感 | 甜香爽口 |
| 保质期 | 清香持久 | 保质期 | 18个月 |
| 贮藏条件 | 清洁、干燥、通风、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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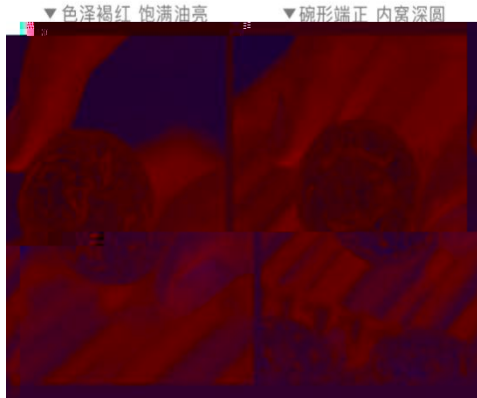
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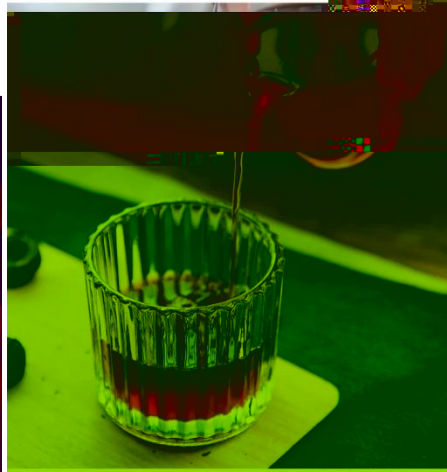
产/品/展/示

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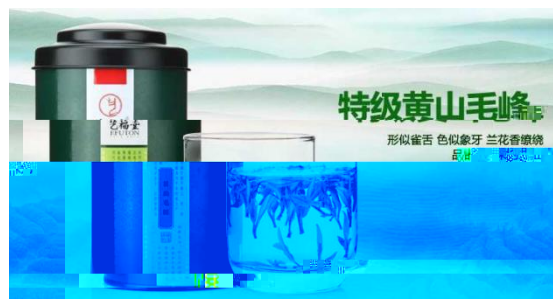
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15. 试 编号：3-15, 艺福堂牌 山毛峰推

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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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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

生态铁罐 纸巾内袋 产品

抗压、环保、可重复利用 隔热、避光、防异味 商品基本参数, 安全放心

冲泡指南

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 (切勿用刚开的水)
- ③喜欢浓茶口感的, 投茶时分量可以略多些。

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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)

[] : 90C



玫瑰与红茶de美丽邂逅

→ *Rose And Black Tea* →
 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* →



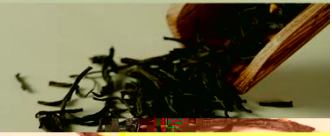
时尚喝茶新方式

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



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

300ml
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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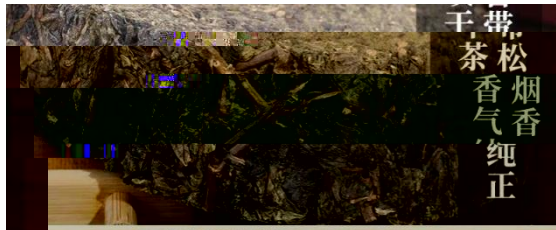
[]: 59



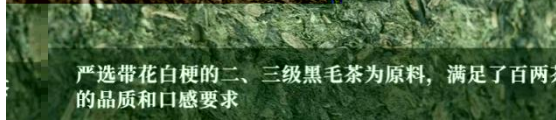
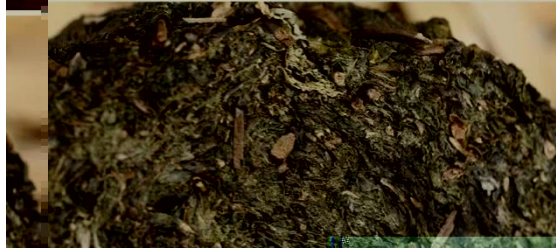
色泽褐绿
茶体紧结匀实



清香
细嗅



带松烟香
干茶香气纯正



严选带花白梗的二、三级黑毛茶为原料，满足了百两茶的品质和口感要求

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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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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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| 80 | 5 | | 1000 50 1 | |
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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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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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| | | 12 | 4 4 | 4 |
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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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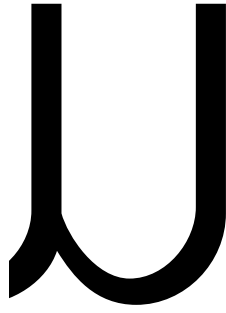
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13. 试 编号：4-2-13，福 白茶“小暑茶会”茶事活动方案策
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14. 试 编号：4-2-14，小罐茶“立秋茶会”茶事活动方案策划

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15. 试 编号：4-2-15，吴裕泰茶业“茶会”茶事活动方案
策划

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