

INDIAN TEA ASSOCIATION



Phone: 91(33)2210-2474/75

Fax: 91(33) 2243-4301

Email: ita@indiatea.org

Website: www.indiatea.org

Circular No. 17 /2025- 26

ROYAL EXCHANGE
6 NETAJI SUBHAS ROAD
KOLKATA 700 001

16th June, 2025

TO: ALL MEMBER COMPANIES

14th Annual North American Tea Conference: Gold Medal Tea Competition and Sustainability Awards

Members are informed that the Tea Association of the USA and Tea & Herbal Association of Canada would jointly organize Gold Medal Tea Competition and Tea Sustainability Awards Competition at the 14th Annual North American Tea Conference scheduled to be held over 3rd to 5th September, 2025 at Hyatt Charleston – Historic District Charleston, USA.

- **Gold Medal Tea Competition** – This competition will judge teas strictly by origin, regardless of production type or grade, with the goal of identifying and honoring the highest-quality Gold Medal Teas.

Companies wishing to take part in the competition need to submit Tea samples along with filled in registration form and requisite fee to the Tea Association of the USA at the following address **by 25th July 2025:**

Tea Association of the USA; c/o Priscilla Obeada; 362 5th Ave, Suite 1002, New York, NY 10001 Phone: 212-986-9415.

- **Tea Sustainability Award** – Awards would be presented in recognition of the hard work being put forth globally across the tea industry to further the goals of sustainability. All entrants will receive a feature demonstrating their initiatives at the conference as well as on the organizers website. There would be 17 Sustainable Development Goals (SDG) Award Categories under which applicants' sustainability work would be acknowledged. Applicants can also apply for more than one SDG Award Category.

Companies wishing to take part in the competition need to send filled in Competition Form along with all supporting documents of their sustainability initiatives at - pobeada@teausa.com **by 25th July 2025.**

Rules and forms for both the above competitions are attached for members kind reference and use.

Details with regard to conferences, agenda, speaker lineup, etc could be accessed from the following link:

<https://www.teausa.org/14thnorthamericanteaconference>

Arijit Raha
Secretary General

Encl: As stated.

Copy to:

- National Committee
- Export Promotion & Marketing Sub Committee