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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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| 5 | A1 | B2 | C1 | D1 | | 15 | A3 | B2 | C2 | D1 |
| 6 | A2 | B2 | C1 | D1 | | 16 | A1 | B1 | C1 | D2 |
| 7 | A3 | B2 | C1 | D1 | | 17 | A2 | B1 | C1 | D2 |
| 8 | A4 | B2 | C1 | D1 | | 18 | A3 | B1 | C1 | D2 |
| 9 | A1 | B1 | C2 | D1 | | 19 | A4 | B1 | C1 | D2 |
| 10 | A2 | B1 | C2 | D1 | | 20 | A1 | B2 | C1 | D2 |

(二) 试

1. 试 编号：1-1：茶叶审评

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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D1 | F1 |
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| 20 | 5 | | 0.5 / | |
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| 60 | 5 | | 2 | 1 2 |
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3. 试 编号：1-3：茶叶审评

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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

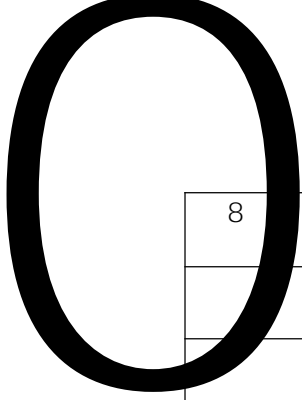
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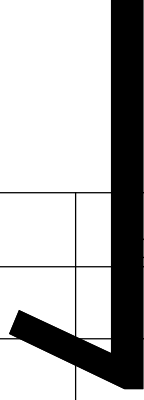
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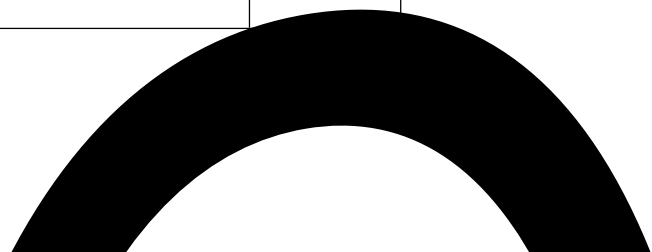
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8. 试 编号：1-8：茶叶审评

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11. 试 编号：1-11：茶叶审评

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13. 试 编号：1-13：茶叶审评

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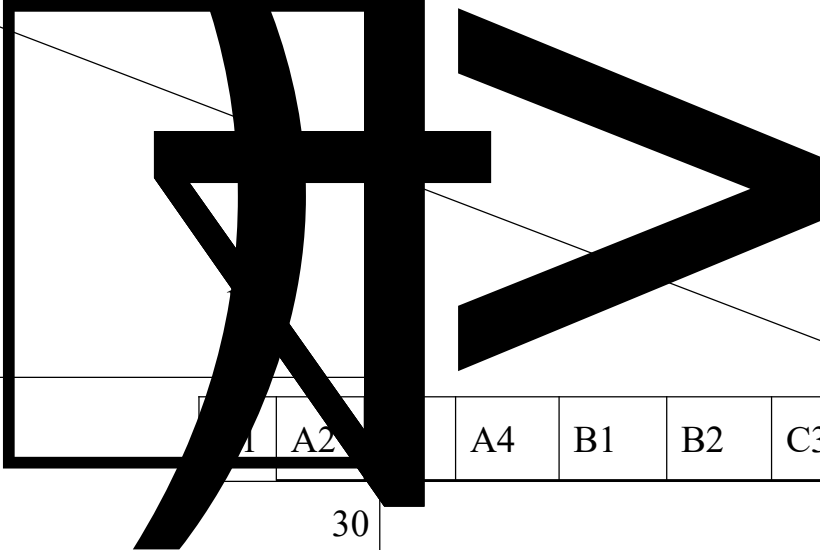
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15. 试 编号：1-15：茶叶审评

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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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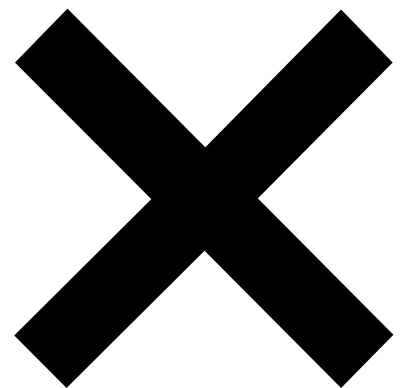
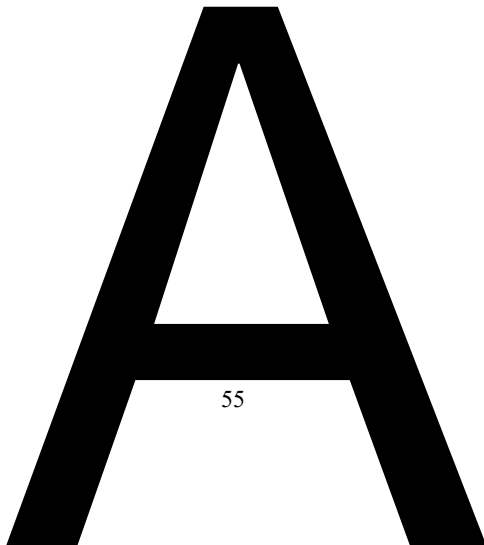
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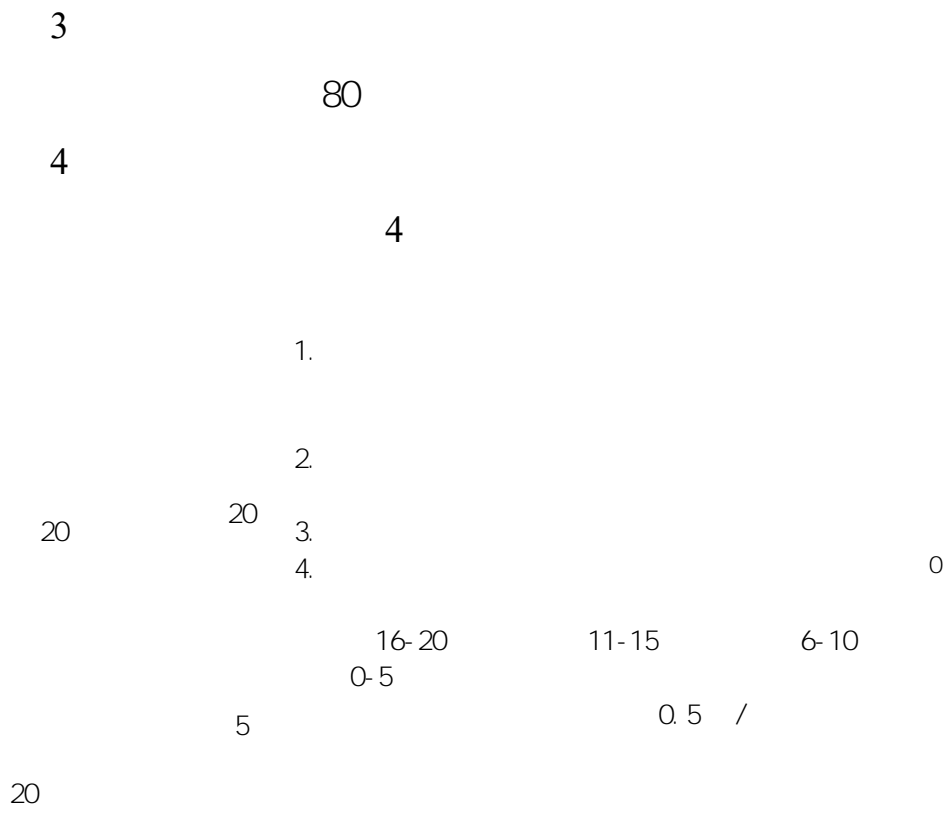
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模块二 茶艺服务

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
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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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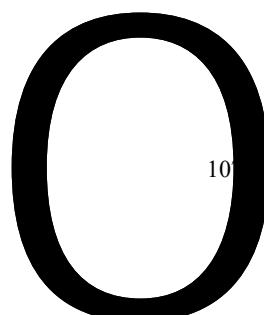
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2. 试 编号：3-2，大茶狮牌湘西保 茶推

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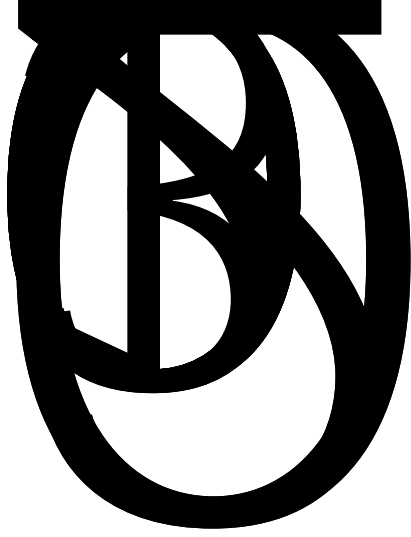
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3. 试 编号：3-3，汉中仙毫新茶推

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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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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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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、茉莉鲜花 |
|------|--------|------|---------|
| 净含量 | 50克 | 等级 | 三级 |
| 保质期 | 12个月 | 产地 | 福建 |
| 生产日期 | 见包装 | 生产厂家 | 英裕茶业 |

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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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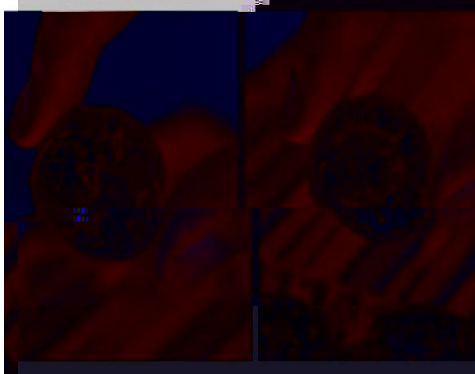
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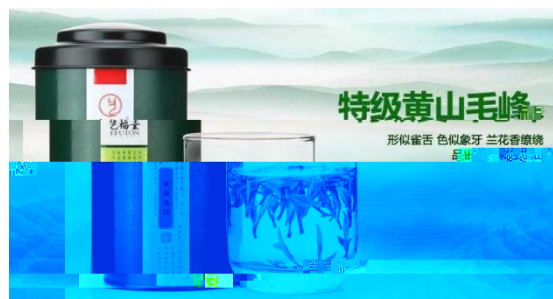
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15. 试 编号：3-15, 艺福堂牌 山毛峰推

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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

生态罐罐 纸制中袋 文口

冲泡展示

SHOW BREWING

注水 焖茶 品饮

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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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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



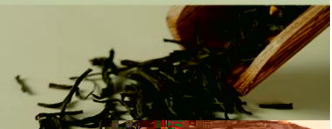
时尚喝茶新方式

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
红茶乌润纤细

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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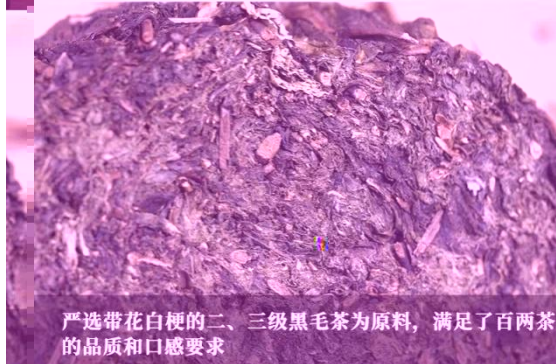
[]: 180g

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20. 试 编号：3-20, 一品仙都匀毛尖推

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- 20 C

99 50g



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
动方案策划**

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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 | 2 | 3 |
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| | | 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 | 1 | | | 2 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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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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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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| | 6 | 3 2 | 1 | |
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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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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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