



## Tea Bloggers' Choice Awards (aka:TBC Awards)

25 July 2012

### What are the TBC Awards?

The TBC Awards are independent awards of the Association of Tea Bloggers (ATB) determined by members of the Association of Tea Bloggers and their readers to celebrate favorite teas of the online tea marketplace.

- The awards showcase **favorite teas** of the online tea community
- The awards reveal useful info on tea **consumer preferences**
- It is **NOT** a list of “best” teas. Awards do not necessarily reflect a tea’s quality
- The awards encourage **interaction** between bloggers and their readers, strengthening their voice in the tea community
- The awards point **new tea drinkers** to teas they may also enjoy

Winners are announced once per year. Winning companies receive a formal statement of their tea having won a particular category and an official winner’s seal/logo that can be used in association with that product.



## The Awards

The Choice Awards are awarded in 12 categories:

### Black teas

1. Unblended, Unflavored
2. Blended and/or Flavored

### Green teas

3. Unblended, Unflavored
4. Blended and/or Flavored

### Wulong (Oolong) teas

5. Unblended, Unflavored
6. Blended and/or Flavored

### White teas

7. Unblended, Unflavored
8. Blended and/or Flavored

### Pu'er teas

9. Unblended, Unflavored
10. Blended and/or Flavored

### Herbal teas (no camellia sinensis ingredients)

11. Herbal blend
12. Single herb



### What Teas Qualify for TBC Awards.

1. The tea retailer selling the tea must be an **active, online retailer** as of 31 July 2012.
2. The nominated tea must have been **available for retail purchase** during the period of 1 Aug 2011 to 31 July 2012.
3. The tea must **qualify** as a tea **in its nominated category**. For example, a jasmine pearl tea must be properly nominated in the “Green Tea: Blended and/or Flavored” category, not the “Green Tea: Unflavored or Unblended” category.
4. The nomination and/or votes must be **submitted by a qualified member** of the Association of Tea Bloggers.
5. There must be an **existing published review** (by a customer, or ATB blogger, or other) of the nominated tea on a website. The review must have a publication date between 1 Aug 2011 and 31 July 2012. Even if the tea is no longer available for sale at the time of the announcement of award winners, a published review at least allows for access to a description of the tea.
6. A tea retailer who is also a qualified, registered elector **may not nominate teas of his/her retail company**.



## Election Procedure

- I. Participating ATB members must **register as electors**
  - a. ATB members can register by emailing [tbca@teabloggers.com](mailto:tbca@teabloggers.com) and include:
    - i. Name
    - ii. Blog name associated with your membership
    - iii. Email address
    - iv. Phone number, and best available time if contact needed
    - v. Indicate whether you would like to be contacted about blog carnival, or other cross-promotional activities regarding TBC Awards
  - b. Interested members must register as electors by 10 August 2012.
  
- II. Electors promote and **collect nominations**
  - a. Electors can collect nominations in several ways:
    - i. Informally poll readers. Ask readers to comment on teas they think the blogger/elector should nominate
    - ii. Engage in a blog carnival among bloggers. Discuss favorite teas with other blogs and readers of participating blogs
    - iii. The elector could simply submit his/her personal preferred nominations
  
- III. Electors **complete nomination forms**
  - a. Electors complete a nomination form that includes:
    - i. Name of the elector
    - ii. Blog associated with the elector's ATB membership
    - iii. Email address
    - iv. Phone number, and best available time if contact needed
    - v. For each tea nominated:
      1. Name of tea
      2. Category it is being nominated in
      3. Known ingredients
      4. Retailer of the tea
      5. How the tea was nominated
        - a. Based on reader feedback/suggestions
        - b. Personal, individual choice
        - c. Other: \_\_\_\_\_
  - b. Electors may complete a maximum of one nomination per each of the 12 categories
  - c. A tea retailer who is also a qualified, registered elector may not nominate teas of his/her retail company



- IV. Electors **submit** completed nomination forms by 31 Aug 2012 to [tbca@teabloggers.com](mailto:tbca@teabloggers.com)
- a. An election committee will review and verify eligibility of nominations
  - b. Electors may submit a maximum of one nomination per each of the 12 categories
  - c. A tea retailer who is also a qualified, registered elector may not submit nominations of teas from his/her retail company
  - d. The election committee will tabulate votes
    - i. Unless there is a tie, the tea with the greatest number of nominations will win in its category
    - ii. In the event of a tie, the election committee will contact relevant electors to cast a tie-breaking vote
      1. Relevant electors will depend on several factors. For example, a tea retailer who serves as an elector will not participate in a tie-breaking vote if his/her tea is being voted upon

### **Why use this Election Procedure?**

1. This method puts more focus on more blogs/bloggers by making them the electors. Interested readers can interact and potentially persuade electors, thereby engaging bloggers and their audiences
2. It encourages blog carnivals and other creative methods of each blogger to draw feedback from readers and other bloggers.
3. Each elector gets one vote. Each vote is of equal value. That keeps the bloggers with larger audiences from swaying the results too much.



## **Announcing Winners**

The election committee will:

- I. Arrange for the creation of seals/logos to be used by award winners
- II. Record nomination and election data and submit to the ATB for research purposes and use for future elections
  - a. Additional data may also be collected on
    - i. Volume(s) in which nominated teas are sold
    - ii. Prices of nominated teas
    - iii. Format in which nominated teas are offered (e.g. bag, loose, bottle, other)
- III. Inform tea retailers whose teas have won awards
- IV. Share the list of winners with electors and other ATB member blogs
- V. Inform media, press, and organizations like the Coffee and Tea Festival, Atlantic City