



Thailand ITMA Tea Mastery Certification Course™ November 17, 2014

ITMA 国际茶师认证泰国课程

2014 年 11 月 17 日

Recognized throughout the world, the International Tea Masters Association is the Gold Standard in tea education for the ITMA Tea Mastery Certification Course™ for becoming an ITMA Certified Tea Master™, the most prestigious title in the tea industry. ITMA 国际茶师协会建立了世界公认的世界茶叶教育的黄金标准，国际茶师认证已经在国际茶行业中成为最具有影响力的标志。

Magnificent, picturesque Northern Thailand is an ideal location for the training. Set in the beautiful region of Northern Thailand, deep in the mountains is a village of Chinese individuals from Yunnan Province who fled the Communist Revolution. Several years later, the Taiwanese brought tea to the community and taught them how to grow and process Oolong, which has become their specialty.

11 月，国际茶师协会将在美丽的泰国北部举行茶师认证培训，泰国该地由文革后众多云南茶业界的泰斗建立，并从台外等地带来专业种植，加工乌龙茶叶的资深技术，现已成为泰国最具特点的茶产区。

The training will be held at the brand new Thailand Tea School located on a beautiful tea plantation. Registrants will discover the delicious local teas as they dive into the area's tea culture, history, and tour several tea plantations, tea producers, and tea factories to see how the green, oolong, and black teas are produced there. They will also visit a tea university that is located near the school.

国际茶师培训将在一所全新的泰国茶学校举行，该地不仅有美丽的茶园，更可以领略到该地区特有的茶叶文化，历史，还可以轻临他们现今最先进的茶园管理技术和生产技术，更可以对该区的乌龙，绿茶，红茶的生产技术进行透彻的了解，并且将有机会与当地的茶业界人士进行深层次的交流。

The 4-Day Certified Tea Mastery Course™ will be held on-site at the Thailand Tea School from November 17 – 21, 2014, from 9am to 5pm each day. The school can accommodate up to 10 registrants. Seating is limited. After that in order to obtain certification there will be the additional 13 weeks part of the 14 week course.

为期 4 天的国际茶师培训将于 2014 年 11 月 17 日至 21 日在泰国茶学校举行，课程于每天早 9 点至下午 5 点。该国际课程面向全世界招生，最多 10 个名额，名额有限。在确认参加该课程后将还能获得为期 13 周的回家练习课程，总共将是 14 周的总课程。

The curriculum for the 14-Week Itma Tea Mastery Certification Course™ has been designed to include what has been experienced as the most essential components that will support participants in launching their career as a Tea Sommelier, Tea Master or Tea Blending Designer, and/or integrating tea mastery skills into their existing career. Combined with taste-testing several teas in each class session, students are exposed to approximately 70 different teas. These teas are tasted in special sensory-evaluation porcelain cups. Each tasting is led by a tea expert on the association's faculty.

为期 14 周的茶师认证培训专门为在茶行业者们设计，该课程不仅对专业的茶师进行设计，也为专业的茶叶拼配师，品茶师和茶行业更广领域的专业人士设计。课程不仅集合了品茶项目，并为你提供了世界重要的 70 多种茶类，每种茶叶的品尝将会有专门的国际茶师协会专家带领你一同审评。

Upon successful completion of the course, a two-part test is given to students. The first part is a written true/false, multiple choice, and essay type test followed by a blind-tasting and evaluation of a "Mystery Tea." Graduating students receive a Certificate of Completion and the prestigious ITMA Certified Tea Master™ designation, including an engraved solid brass lapel pin.

当你成功完成课程学习之后，将有两部分测试为您准备：第一部分是书面的真／假判断测试，另一部分是对“神秘茶”的审评测试。两项测试完成后，你就能获得国际茶师认证并获得国际茶师协会官方授予的徽章及证书。

Course curriculum includes, but is not limited to:

课程将包括以下内容，但不仅仅限于这些内容：

(You will taste-test three selected teas in each of the categories below, as well as learn the history and background of each tea, preparation instructions, and a recommended tasting protocol.)

（您将对选定的每一中类型中的三种茶叶进行审评，并学习其茶叶的历史及背景，并对每种茶叶进行审评描述，并进行茶叶推荐练习）

- Introduction to the World of Tea
- 世界茶叶介绍
- Growing regions, ideal climates, harvesting, production
- 种植起源，气候，收获，生产
- Preparation of Teapots and Utensils
- 茶壶茶具备置
- Steps for Serving Tea
- 奉茶
- Japanese Tea Ceremony
  - 日本茶道
- Chinese Tea Ceremony
  - 中国茶道
- Daoist Tea Ceremony
  - 道家茶道
- Taste-Testing Protocol
- 审评测试
- Preparing Tea Samples
- 茶样准备
- Japanese Green Teas
  - 日本绿茶
- Chinese Green Teas
  - 中国绿茶
- Green Teas From Other Countries
  - 来自世界其它国家的绿茶
- Oolong Teas
  - 乌龙茶
- English Black Teas
  - 英国红茶
- Chinese Black Teas
  - 中国红茶
- Black Teas From Other Countries
  - 来自世界其它国家的红茶
- Pu-erh Teas
  - 普洱茶
- White Teas
  - 白茶
- South African Teas
  - 南非茶
- Flavored Teas
  - 调味茶
- Herbal Teas/Tisanes
  - 花草茶

- Taste-Testing
- 审评
- Serving Protocol/Formalities
- 服务程序
- Tea Evaluation
- 茶审评

#### --- International Standard Evaluation Methods

##### 国际标准审评方法

- Conclusions Defining Each Experience
- 总结每项步骤
- Pairing Cuisine with Tea
- 美食与茶搭配
- Caffeine Consumption
- 咖啡因摄入量
- Health Benefits of Tea
- 茶的健康益处
- Guest Service
- 客户服务
- Listening from Service
- 如何在服务中不断提升

#### --- Asking Key Questions

##### 提出关键问题

#### --- Educating the Guest

##### 客户培育

- Tea Business

##### 茶生意

#### --- How to properly source tea

##### 如何获得正确的茶叶来源

#### --- How to work with tea traders, tea factories and tea farmers

##### 如何与茶叶批发商，茶叶工厂和茶农沟通合作

#### --- How to spot check your teas for fakes, and quality control

##### 如何检查假货和质量监控

#### --- International Tea Business study

##### 国际茶业学习

Participants are provided a copy of the ITMA Comprehensive Tea Mastery Training Manual™ on the first day of the in-person class, and a copy of the ITMA Tea Mastery Tasting Course Training Manual™ will be handed out on the last day of the in-person class in preparation of the start of the 14-week class.

所有培训人员将在培训第一天获得 ITMA 国际茶师培训手册，并在培训最后一天获得 ITMA 国际茶师审评培训手册为你总共为期 14 周的课程提供详尽的学习资料。

The training will be led by ITMA Certified Tea Masters™ Jay Hunter Executive Director of the Tea Masters association of China & Taiwan. They promise to make this an especially memorable experience for everyone. Accommodations are available at the Wang Pu Tan Boutique Hotel.

整个培训将由 ITMA 国际茶师中国&台湾总部董事 Jay Hunter 主持。我们承诺您将获得一次终生难忘的珍贵茶叶旅行。所有培训者将入住泰国 Wang Pu Tan 精品酒店。

Every evening registrants' taste buds will be tantalized with a menu of exotic tea-cooked delicacies:

每晚，我们将为所有培训者奉上具有异国情调且丰盛的茶叶大餐：

- Oolong Fried Shrimp 乌龙虾
- Green Tea Wonton Soup 绿茶云吞汤

- Oolong Fried Organic Black Chicken 有机乌鸡炒乌龙
- Steamed Vegetables and Tea 茶蒸菜
- Tea Fried Rice 茶炒饭
- Oolong Tea Ice Cream 乌龙冰淇淋
- Each meal paired with a special tea 每份餐将配奉特别茶饮

The training contains all the educational requirements an individual needs for achieving the association's prestigious ITMA Certified Tea Master™ designation once the program, blind tea tasting, and final examination are successfully completed. 整个培训不仅个性化并且达到 ITMA 国际茶师高质量的课程设计，还宝航了技术含量很高的盲评项目，并将通过最终的严格测试从而取得优秀的国际茶师认证。

Registrants will experience some of the most exquisite and often rarest loose-leaf teas from around the world. The training will also include: Health Benefits of Tea; Starting or Expanding a Tea Business; Attracting and Retaining Customers; Effective Use of Social Media and Press Releases; Web Site Concepts that Work; and Valuable Guest Service Skills.

所有培训者将体验一些最精美的，往往最稀有的茶叶来自世界各地。培训还包括：茶健康益处; 如何启动或扩大您的茶业; 如何吸引和留住客户; 如何有效利用社交媒体和新闻发布; 如何建立网站的概念和建立良好的客户服务技巧。

#### Sample Schedule:

##### 预计课程表

##### Day 1: 9am-12pm Welcome and Introductions; ITMA Tea Curriculum Course

第一天：早上 9 点—中午 12 点 欢迎仪式； ITMA 国际茶师认证课程

2pm-5pm ITMA Tea Curriculum Course

下午 2 点—下午 5 点 ITMA 国际茶师认证课程

6pm-7pm Tea Infused Dinner

下午 6 点—晚上 7 点 茶美食

##### Day 2: 9am-12pm ITMA Tea Curriculum Course

第二天：早上 9 点—中午 12 点 ITMA 国际茶师认证课程

2pm-5pm Tea Factory Tour

下午 2 点—下午 5 点 泰国茶厂参观

6pm-7pm Tea Infused Dinner

下午 6 点—晚上 7 点 茶美食

##### Day 3: 9am-12pm ITMA Tea Curriculum Course

第三天：早上 9 点—中午 12 点 ITMA 国际茶师认证课程

2-5pm Tea Plantation Tour and Farmer Visit

下午 2 点—下午 5 点 泰国茶园，茶农访问

6pm-7pm Tea Infused Dinner

下午 6 点—晚上 7 点 茶美食

##### Day 4: 9am-12pm ITMA Tea Curriculum Course

第四天：早上 9 点—中午 12 点 ITMA 国际茶师认证课程

6pm-7pm ITMA Tea Curriculum Course

下午 6 点—晚 7 点 ITMA 国际茶师认证课程

##### Day 5: Morning: Trip to Wawee wild tea tree area

第五天：早晨：泰国 Wawee 野生茶树区之旅

Afternoon: Drink old-aged Puer and Puer Tea Factory Visit

下午：老普洱品鉴；泰国普洱茶厂参观考察

Additional information is available on this course at TeaMasters.org. Tuition for the complete training program is US\$2,595 for association members (US\$2,895 for nonmembers). To register, post a US\$250 non-refundable tuition-deposit at teamasters.org-tuition or by Paypal to info@wildteaqi.com. To pay by bank wire please contact us for info. The tuition balance will be invoiced to registrants by e-mail and must be paid by November 1, 2014.

有关培训的额外信息，请点击 [TeaMasters.org](http://TeaMasters.org)。国际茶师协会会员培训总学费为 2595 美金（非会员价格：2895 美金）。注册登记参加者预付 250 美金定金（如不参加，该费用不退还）请将定金及学费直接汇至我们的官方 **Paypal** 帐户：[info@wildteaqi.com](mailto:info@wildteaqi.com)。如需进行银行汇款，请直接与我们联系。在您的定金缴纳后，学费余款将会以我们官方发票形式发送到您的邮箱，学费缴纳截止日期：2014 年 11 月 1 日。

**Additional Options:**

我们还为您提供了其它的服务项目：

**November 15**

11 月 15 日

**#1-Welcome Night in Bangkok \$120/person**

#1—曼谷欢迎夜 120 美金／人

Includes welcome dinner, hotel room and breakfast, and transportation to the airport from the hotel.

包含精美晚餐，酒店入住，早餐和机场酒店的交通服务

**November 16**

11 月 16 日

**#2-Welcome Night In Chiang Rai \$200/person**

#2-清莱欢迎夜 200 美金／人

Includes single or double room with breakfast, 2 snacks, 3 beverages, specially prepared tea infused dinner, free shuttle to the tea school in Doi Mae Salong the next day. 包含单人间或标间酒店，含早餐，2 份小吃，3 份饮料，特别准备了精美的茶宴，次日将为您准备免费茶学校到泰国 Doi Mae Salong 的便捷交通服务。















