

**FOR IMMEDIATE RELEASE:**

Oct. 2, 2023

**world tea**  
expo  
**Beverage Challenge**  
**2024**

**QUESTEX ANNOUNCES THE 2024 WORLD TEA EXPO  
BEVERAGE CHALLENGE IN LAS VEGAS**



**LAS VEGAS** – [Questex](#) announces the addition of the 2024 Beverage Challenge to the World Tea Expo’s robust lineup of events and education taking place March 18 – 20, 2024, at the Las Vegas Convention Center. Submissions are now open and close on December 15, 2023.

The [World Tea Expo Beverage Challenge](#) is open to tea producers that produce on a large-scale. This is the opportunity for any company, producer, or supplier to put their best foot forward and have their tea judged by a panel of industry experts.

The Beverage Challenge will highlight the diversity of premium teas from all origins. Entries are open to teas from the cultivar “*Camelia sinensis*” only and must be suitable for standard brewing methods for each tea type.

2024 Categories Include:

- Grand Champion
- Best Leaf
- Best Liquor
- Best White Tea
- Best Green Tea
- Best Oolong Tea

- Best Black Tea
- Best Pu-erh
- Best Tea by Origin

“The World Tea Expo Beverage Challenge celebrates the pinnacle of quality, flavor, and aroma from teas around the world,” said Tim McLucas, Vice President of Bar & Restaurant Group. “This prestigious competition allows brands to highlight their finest teas on a global stage and gain international recognition from industry experts.”

A panel of expert judges will evaluate tea entries by their independent merits of leaf style, make, cup character, liquor, appearance, and overall finish. The highest scorer across all tea types and origins will be named Grand Champion. Grand Champion, Best Leaf, and Best Liquor award winners will have their teas sampled live to thousands of attendees at the World Tea Expo 2024 in Las Vegas. Winners will be included in a press release and receive editorial coverage in [World Tea News](#). Winners will be announced live at World Tea Expo 2024 before the keynote presentation on Tuesday, March 19, 2024, at 8:00 a.m.

Entries for the World Tea Expo Beverage Challenge open on October 2, 2023. The submission deadline is December 15, 2023. For competition rules and entry details, please visit [World Tea Expo Beverage Challenge](#).

#### **About World Tea Expo**

World Tea Expo creates a modern, dynamic, and collaborative platform that unites industry professionals, tea suppliers, and tea enthusiasts from around the world. Blending fresh ideas, the latest trends and new distribution channels with focused buying, selling, networking and education, World Tea Expo is your chance to capitalize on this growing category to the fullest. World Tea Expo is a division of the Questex Travel & Hospitality Group which also produces [Bar & Restaurant Expo](#), [Vibe Conference](#) <https://worldteaacademy.com/> and daily content on [worldteanews.com](#) and [barandrestaurant.com](#).

#### **About Questex**

**Questex helps people live better and longer.** Questex brings people together in the markets that help people **live better**: travel, hospitality, and wellness; the industries that help people **live longer**, life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

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