

FOR IMMEDIATE RELEASE:

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world tea
expo
Beverage Challenge
2024

**WORLD TEA EXPO 2024 ANNOUNCES WINNERS OF
INAUGURAL BEVERAGE CHALLENGE**

LAS VEGAS- The largest gathering in the tea industry, [World Tea Expo](#), announces the winners of the **2024 Beverage Challenge**, a new competition that allows brands to highlight their finest teas on a global scale and gain recognition from industry experts. These winners represent the best teas and producers in the international tea market.

Producers from all over the world submitted teas to be evaluated by a panel of expert judges. Teas were sampled and scored live on the World Tea Expo Stage on merits of leaf style, make, cup character, liquor, appearance and overall finish.

Categories and Winners of the 2024 Beverage Challenge can be found below:

- **Grand Champion:** Siddha Devi Tea Estate Pvt Ltd – White Tea/Silver Wings
- **Best Leaf:** Brook37 The Atelier – Oolong Tea /Moonlight Stroll
- **Best Liquor:** Siddha Devi Tea Estate Pvt Ltd – White Tea/Silver Wings
- **Best White Tea:** Siddha Devi Tea Estate Pvt Ltd – White Tea/Silver Wings
- **Best Green Tea:** Tea J Tea – Green /Fishhook
- **Best Oolong Tea:** Brook37 The Atelier – Oolong Tea /Moonlight Stroll
- **Best Black Tea:** Panilkanda Tea Factory- Black Tea/FBOPF Extra Special
- **Best Pu-erh:** Wuhan YSBIO Organic – Puerh/ Pu-erh Palace
- **Origins Award Winners:**
 - **Origin Winner- Vietnam:** Tea J Tea – Green /Fishhook
 - **Origin Winner- Sri Lanka:** Panilkanda Tea Factory- Black Tea/FBOPF Extra Special
 - **Origin Winner- China:** Marathon Gardens – Green/ RuShan Green
 - **Origin Winner- Japan:** Chicago TeaHouse- Japanese Green
 - **Origin Winner- Guatemala:** Serendipitea – Black/ Leaf 38
 - **Origin Winner- Kenya:** LeafBerri Co. LLC – Black/ Aberdares Gold
 - **Origin Winner- Republic of Korea:** Wild Orchard Tea Company – Green/After Rain
 - **Origin Winner- Myanmar:** Pan Kaung Kin Company – Black/Gold Tea
 - **Origin Winner- New Zealand:** Zealong Tea Estate – Green/Whole Leaf
 - **Origin Winner- Taiwan:** MUA YIK TEA – Black/Small Leaf
 - **Origin Winner- Turkiye:** Dem Istanbul- Black/ Tirebolu BOP
 - **Origin Winner- India:** Brook37 The Atelier – Oolong Tea /Moonlight Stroll

- **Origin Winner- Nepal:** *Siddha Devi Tea Estate Pvt Ltd – White Tea/Silver Wings*

“The Beverage Challenge celebrates diversity, innovation in flavor and the artistry of tea,” said Tim McLucas, Vice President of Bar & Restaurant Group. “I commend each of these participants for showcasing such quality products in this spirited competition. Congratulations to the winners of these prestigious titles.”

World Tea Expo continues tomorrow, March 20, at 9 am with the Expo Hall opening at 12pm. For more information about World Tea Expo, visit [here](#).

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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

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