



# 目录

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**模块一 茶叶审评模块**

**(一) 试题编号规则试题组合**

1.

A1-4

B1-2

C1-4

D1-3

F1-3

2

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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 |

|    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|
| 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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|   |       | 50 |    |    |    |    |
| 8 | (12 ) | 10 | 10 | 10 | 10 | 10 |
|   |       |    |    |    |    |    |
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| 20 | 20 | 1.<br>2.<br>3.<br>4. | 16-20<br>0-5 | 11-15<br>6-10 |
| 20 | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
| 60 | 5  |                      | 2            | 1<br>2        |
|    | 5  |                      | 3<br>2       | 3.0g          |
|    | 5  |                      |              | 3             |
|    | 5  |                      | 100          | 1<br>1<br>1   |
|    | 5  |                      |              | 2             |
|    | 5  |                      | 3            | 3             |
|    | 5  |                      | 2            | 1<br>1        |
|    | 5  |                      | 2            | 3             |
|    | 5  |                      |              |               |
|    | 15 |                      |              |               |
|    |    | 100                  |              |               |

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|---|-------|----|----|----|----|----|
| 8 | (12 ) | 50 |    |    |    |    |
|   |       | 10 | 10 | 10 | 10 | 10 |
|   |       |    |    |    |    |    |
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|  |    |    |   |   |  |
|  | 70 | 15 |   |   |  |
|  | 6  | 10 |   |   |  |
|  | 10 | 1  |   | 4 |  |
|  | 1  | 1  | 4 | 1 |  |
|  | 4  |    |   |   |  |
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|    |    |                      |              |               |
| 20 | 20 | 1.<br>2.<br>3.<br>4. | 16-20<br>0-5 | 11-15<br>6-10 |
| 20 | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
| 60 | 5  |                      | 2            | 1<br>2        |
|    | 5  |                      | 3<br>2       | 3.0g          |
|    | 5  |                      |              | 3<br>2        |
|    | 5  |                      | 100          | 1<br>1        |
|    | 5  |                      | 2            | 1<br>1        |
|    | 5  |                      |              | 2<br>3        |
|    | 5  |                      | 3            | 2             |
|    | 5  |                      | 2            | 1<br>1        |
|    | 5  |                      | 2            | 3             |
|    | 5  |                      |              |               |
|    | 15 |                      |              |               |
|    |    | 100                  |              |               |

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### 3. 试题编号：1-3：茶叶审评

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|   |       |    |    |    |    |    |
|---|-------|----|----|----|----|----|
| 8 | (12 ) | 50 |    |    |    |    |
|   |       | 10 | 10 | 10 | 10 | 10 |
|   |       |    |    |    |    |    |
|   |       |    |    |    |    |    |
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|  |  | 70 | 15 |    |   |
|  |  | 6  |    | 10 |   |
|  |  | 10 |    |    |   |
|  |  |    | 1  | 4  |   |
|  |  | 1  | 1  | 4  | 1 |
|  |  | 4  |    |    |   |
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| 20 | 20 | 1.    |       |      |
|    |    | 2.    |       |      |
|    |    | 3.    |       |      |
|    |    | 4.    |       |      |
|    |    | 16-20 | 11-15 | 6-10 |
|    |    |       |       | 0    |

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|----|----|--------------|--------------------|
|    |    | 0-5          |                    |
| 20 | 5  | 0.5 /        | GB/T23<br>776-2018 |
|    | 5  | 0.5 /        |                    |
|    | 5  | 0.5 /        |                    |
|    | 5  | 0.5 /        |                    |
| 60 | 5  | 2 1<br>2     | GB/T14<br>487-2017 |
|    | 5  | 3 3.0g<br>2  |                    |
|    | 5  | 3<br>2       |                    |
|    | 5  | 100 1 1<br>1 |                    |
|    | 5  | 2<br>3       |                    |
|    | 5  | 3 2          |                    |
|    | 5  | 2 1 1<br>1   |                    |
|    | 5  | 2 3          |                    |
|    | 5  |              |                    |
|    | 15 |              |                    |
|    |    | 100          |                    |

#### 4. 试题编号：1-4：茶叶审评

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|   |       |    |    |    |    |    |
|---|-------|----|----|----|----|----|
| 8 | (12 ) | 50 |    |    |    |    |
|   |       | 10 | 10 | 10 | 10 | 10 |
|   |       |    |    |    |    |    |
|   |       |    |    |    |    |    |
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|  |  |    |    |    |   |
|  |  | 70 | 15 |    |   |
|  |  | 6  |    | 10 |   |
|  |  | 10 |    |    |   |
|  |  |    | 1  | 4  |   |
|  |  | 1  | 1  | 4  | 1 |
|  |  | 4  |    |    |   |
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| 20 | 20 | 1.    |       |      |
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|    |    | 3.    |       |      |
|    |    | 4.    |       |      |
|    |    | 16-20 | 11-15 | 6-10 |
|    |    |       |       | 0    |



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|    |  |     | 0.5          |                    |
| 20 |  | 5   | 0.5 /        | GB/T23<br>776-2018 |
|    |  | 5   | 0.5 /        |                    |
|    |  | 5   | 0.5 /        |                    |
|    |  | 5   | 0.5 /        |                    |
| 60 |  | 5   | 2 1<br>2     | GB/T14<br>487-2017 |
|    |  | 5   | 3 3.0g<br>2  |                    |
|    |  | 5   | 3<br>2       |                    |
|    |  | 5   | 100 1 1<br>1 |                    |
|    |  | 5   | 2<br>3       |                    |
|    |  | 5   | 3 2          |                    |
|    |  | 5   | 2 1 1<br>1   |                    |
|    |  | 5   | 2 3          |                    |
|    |  | 5   |              |                    |
|    |  | 15  |              |                    |
|    |  | 100 |              |                    |

**5. 试题编号：1-5：茶叶审评**

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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F1 |
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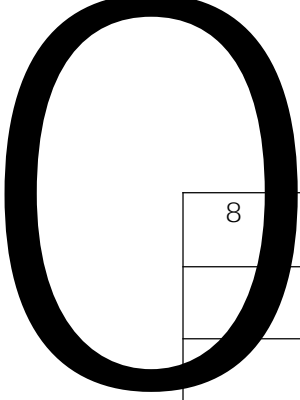
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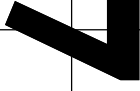
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| 8 | (12 ) | 10 | 10 | 0 | 10 | 10 |
|   |       |    |    |   |    |    |
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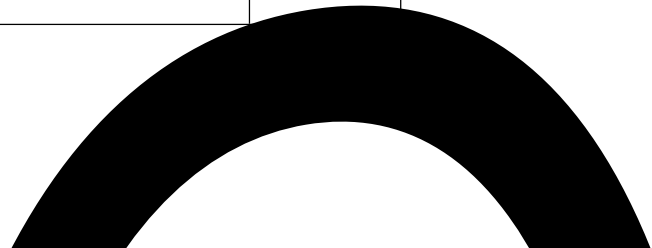
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| 20 | 20 | 1.<br>2.<br>3.<br>4.<br>16-20<br>0-5 | 0<br>11-15<br>6-10 |
|    | 5  |                                      | 0.5 /              |





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| 8 | (12 ) | 50 |    |    |    |    |
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|  |    | 70 | 15 |    |  |
|  |    | 6  |    | 10 |  |
|  | 10 |    |    |    |  |
|  |    |    | 1  | 4  |  |
|  | 1  | 1  | 4  | 1  |  |
|  | 4  |    |    |    |  |
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|    |    | 1.    |       |                    |
|    |    | 2.    |       |                    |
| 20 | 20 | 3.    |       | 0                  |
|    |    | 4.    |       |                    |
|    |    | 16-20 | 11-15 | 6-10               |
|    |    | 0-5   |       |                    |
|    | 5  |       | 0.5 / |                    |
| 20 | 5  |       | 0.5 / |                    |
|    | 5  |       | 0.5 / |                    |
|    | 5  |       | 0.5 / | GB/T23<br>776-2018 |
|    | 5  |       | 2     | 1                  |



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| 8 | (12 ) | 50 |    |    |    |    |
|   |       | 10 | 10 | 10 | 10 | 10 |
|   |       |    |    |    |    |    |
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|  | 70 | 15 |
|  | 6  | 10 |



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|  | 10 |   |
|  | 1  | 1 |
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|  | 1  | 1 |
|  | 4  | 4 |
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| 20 | 20 | 1.<br>2.<br>3.<br>4. | 0             |
|    |    | 16-20<br>0-5         | 11-15<br>6-10 |
| 20 | 5  | 0.5 /                |               |
|    | 5  | 0.5 /                |               |
|    | 5  | 0.5 /                |               |
|    | 5  | 0.5 /                |               |
| 60 | 5  | 2                    | 1<br>2        |
|    | 5  | 3<br>2               | 3.0g          |
|    | 5  | 3                    |               |
|    | 5  | 100                  | 1<br>1        |
|    | 5  | 2                    | 1<br>1        |
|    | 5  | 2                    |               |
|    | 5  | 3                    | 2             |
|    | 5  | 3                    | 2             |

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|    |    |  | 1.<br>2.<br>3.<br>4. |               |
| 20 | 20 |  | 16-20<br>0-5         | 11-15<br>6-10 |
| 20 | 5  |  | 0.5 /                |               |
|    | 5  |  | 0.5 /                |               |
|    | 5  |  | 0.5 /                |               |
|    | 5  |  | 0.5 /                |               |
| 60 | 5  |  | 2                    | 1<br>2        |
|    | 5  |  | 3<br>2               | 3.0g          |
|    | 5  |  |                      | 3             |
|    | 5  |  | 100                  | 1<br>1        |
|    | 5  |  | 2                    | 1<br>1        |
|    | 5  |  |                      | 2             |
|    | 5  |  | 3                    | 2             |
|    | 5  |  | 2                    | 1<br>1        |
|    | 5  |  | 2                    | 3             |
|    | 5  |  |                      |               |
|    | 15 |  |                      |               |
|    |    |  | 100                  |               |

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|----|----|----------------------|--------------|-------|------|--------------------|
| 20 | 20 | 1.<br>2.<br>3.<br>4. | 16-20<br>0-5 | 11-15 | 6-10 | 0                  |
| 20 | 5  |                      | 0.5 /        |       |      | GB/T23<br>776-2018 |
|    | 5  |                      | 0.5 /        |       |      |                    |
|    | 5  |                      | 0.5 /        |       |      |                    |
|    | 5  |                      | 0.5 /        |       |      |                    |
| 60 | 5  |                      | 2            | 1     | 2    | GB/T14<br>487-2017 |
|    | 5  |                      | 3            |       | 3.0g |                    |
|    | 5  |                      |              | 2     | 3    |                    |
|    | 5  |                      | 100          | 1     | 1    |                    |
|    | 5  |                      | 2            | 1     | 1    |                    |
|    | 5  |                      |              | 3     | 2    |                    |
|    | 5  |                      | 3            |       | 2    |                    |
|    | 5  |                      | 2            | 1     | 1    |                    |
|    | 5  |                      |              | 1     |      |                    |
|    | 5  |                      | 2            |       | 3    |                    |
|    | 5  |                      |              |       |      |                    |
|    | 15 |                      |              |       |      |                    |
|    |    | 100                  |              |       |      |                    |

10. 试题编号：1-10：茶叶审评

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|    |    |              |                    |
|----|----|--------------|--------------------|
|    |    | 0-5          |                    |
| 20 | 5  | 0.5 /        | GB/T23<br>776-2018 |
|    | 5  | 0.5 /        |                    |
|    | 5  | 0.5 /        |                    |
|    | 5  | 0.5 /        |                    |
| 60 | 5  | 2 1<br>2     | GB/T14<br>487-2017 |
|    | 5  | 3 3.0g<br>2  |                    |
|    | 5  | 3<br>2       |                    |
|    | 5  | 100 1 1<br>1 |                    |
|    | 5  | 2<br>3       |                    |
|    | 5  | 3 2          |                    |
|    | 5  | 2 1 1<br>1   |                    |
|    | 5  | 2 3          |                    |
|    | 5  |              |                    |
|    | 15 |              |                    |
|    |    | 100          |                    |

11. 试题编号：1-11：茶叶审评

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|----|----|----|----|----|----|----|----|----|----|
| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F2 |
|----|----|----|----|----|----|----|----|----|----|



|  |  |    |    |    |    |    |
|--|--|----|----|----|----|----|
|  |  | 10 | 10 | 10 | 10 | 10 |
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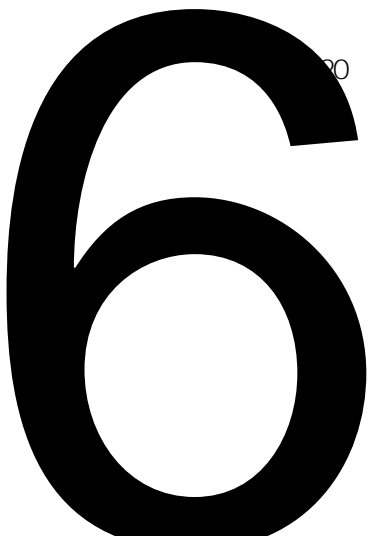
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| 20 |    | 5     | 0.5 /        | GB/T23<br>776-2018 |                    |
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|    |    | 5     | 0.5 /        |                    |                    |
| 60 |    | 5     | 2 1<br>2     |                    | GB/T14<br>487-2017 |
|    |    | 5     | 3 3.0g<br>2  |                    |                    |
|    |    | 5     | 2 3          |                    |                    |
|    |    | 5     | 100 1 1<br>1 |                    |                    |
|    |    | 5     | 2 2          |                    |                    |
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|    |    | 5     | 2 1 1        |                    |                    |
|    |    | 5     | 1 1          |                    |                    |
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|    | 5  | 2 1 1 |              |                    |                    |
|    | 5  | 1 1   |              |                    |                    |
|    | 5  | 2 3   |              |                    |                    |
|    | 5  |       |              |                    |                    |
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12. 试题编号：1-12：茶叶审评

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| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F3 |
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| 20 | 20 | 3. |       |       | 0    |
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|    |    |    | 16-20 | 11-15 | 6-10 |
|    |    |    | 0-5   |       |      |
|    |    | 5  |       | 0.5 / |      |
| 20 |    | 5  | 0.5 / |       |      |
|    |    | 5  |       | 0.5 / |      |
|    |    | 5  | 0.5 / |       |      |
|    |    | 5  | 2     | 1     |      |
|    |    | 5  |       | 2     |      |
| 60 |    | 5  | 3     |       | 3.0g |

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|  | 5  | 100 | 2 1 1 |                    |
|  | 5  | 2   | 1 2   |                    |
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|  | 5  | 3   | 2     |                    |
|  | 5  | 2   | 1 1   |                    |
|  | 5  |     | 1 3   |                    |
|  | 5  |     |       |                    |
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**13. 试题编号：1-13：茶叶审评**

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| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D2 | F1 |
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| 8 | (12 ) | 50 |    |    |    |    |
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| 20 | 5  | 0.5 /                |               |
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|    | 5  | 0.5 /                |               |
|    | 5  | 0.5 /                |               |
| 60 | 5  | 2                    | 1<br>2        |
|    | 5  | 3<br>2               | 3.0g          |
|    | 5  | 3                    |               |
|    | 5  | 100                  | 1<br>1        |
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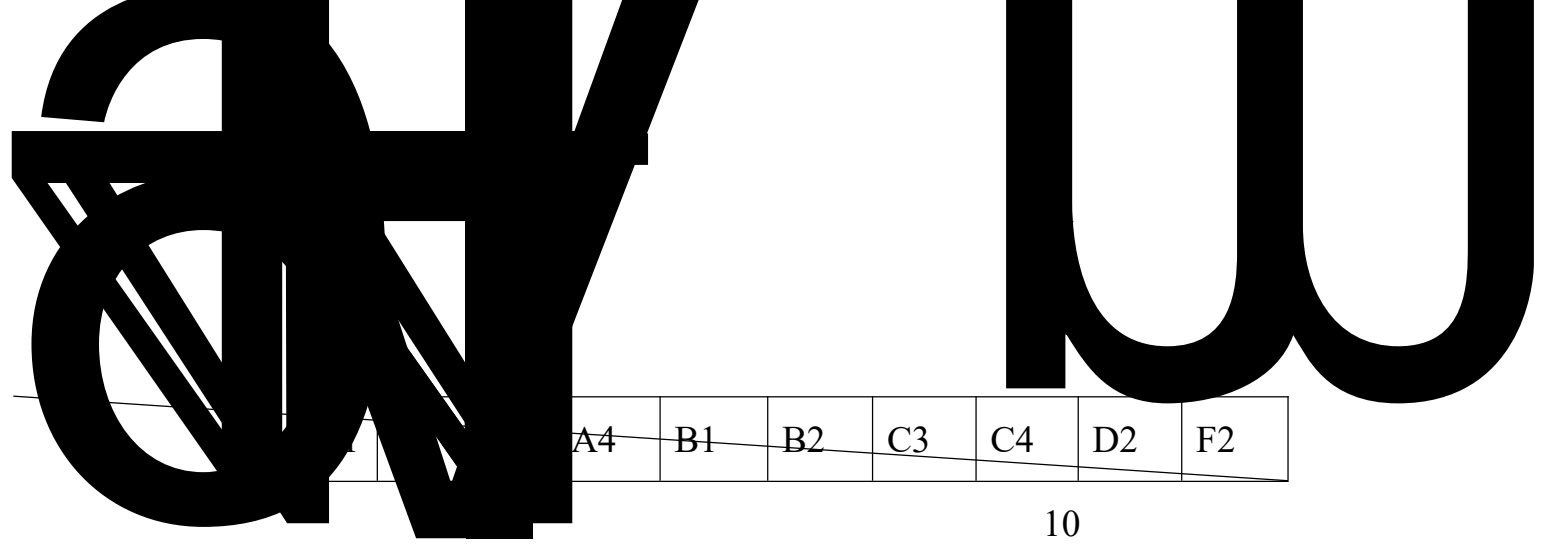
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| 20 | 5  |                      | 0.5 /        |               |
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|    | 5  |                      | 0.5 /        |               |
|    | 5  |                      | 0.5 /        |               |
| 60 | 5  |                      | 2            | 1<br>2        |
|    | 5  |                      | 3<br>2       | 3.0g          |
|    | 5  |                      |              | 3<br>2        |
|    | 5  |                      | 100          | 1<br>1<br>1   |
|    | 5  |                      | 2            | 2             |
|    | 5  |                      |              | 3<br>2        |
|    | 5  |                      | 3            | 2             |
|    | 5  |                      | 2            | 1<br>1        |
|    | 5  |                      | 2            | 3             |
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15. 试题编号：1-15：茶叶审评

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| 20 | 20 | 1.<br>2.<br>3.<br>4. | 16-20<br>0-5 | 11-15 | 6-10 | 0                  |
| 20 | 5  |                      | 0.5 /        |       |      | GB/T23<br>776-2018 |
|    | 5  |                      | 0.5 /        |       |      |                    |
|    | 5  |                      | 0.5 /        |       |      |                    |
|    | 5  |                      | 0.5 /        |       |      |                    |
| 60 | 5  |                      | 2            | 1     | 2    | GB/T14<br>487-2017 |
|    | 5  |                      | 3            |       | 3.0g |                    |
|    | 5  |                      |              | 2     | 3    |                    |
|    | 5  |                      | 100          | 1     | 1    |                    |
|    | 5  |                      | 2            | 1     | 1    |                    |
|    | 5  |                      |              | 3     | 2    |                    |
|    | 5  |                      | 3            |       | 2    |                    |
|    | 5  |                      | 2            | 1     | 1    |                    |
|    | 5  |                      |              | 1     |      |                    |
|    | 5  |                      | 2            |       | 3    |                    |
|    | 15 |                      |              |       |      |                    |
|    |    | 100                  |              |       |      |                    |

16. 试题编号：1-16：茶叶审评

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| 20 | 20 | 3.    |       | 0    |
|    |    | 4.    |       |      |
|    |    | 16-20 | 11-15 | 6-10 |
|    |    | 0-5   |       |      |
|    | 5  |       | 0.5 / |      |

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| 20 |    | 5 | 0.5 /          | GB/T23<br>776-2018 |                    |
|    |    | 5 | 0.5 /          |                    |                    |
|    |    | 5 | 0.5 /          |                    |                    |
| 60 |    | 5 | 2 1<br>2       |                    | GB/T14<br>487-2017 |
|    |    | 5 | 3 3.0g<br>2    |                    |                    |
|    |    | 5 | 2 3            |                    |                    |
|    |    | 5 | 100 1 1<br>2 1 |                    |                    |
|    |    | 5 | 2 2            |                    |                    |
|    |    | 5 | 3 3            |                    |                    |
|    |    | 5 | 3 2            |                    |                    |
|    |    | 5 | 2 1 1<br>1     |                    |                    |
|    |    | 5 | 2 3            |                    |                    |
|    |    | 5 |                |                    |                    |
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17. 试题编号：1-17：茶叶审评

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| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D3 | F2 |
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|    |    | 4.    |       |      |
|    |    | 16-20 | 11-15 | 6-10 |
|    |    | 0-5   |       |      |
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| 20 | 5  | 0.5 / |       |      |
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|    | 5  | 0.5 / |       |      |
|    | 5  | 2     | 1     |      |
|    | 5  |       | 2     |      |
| 60 | 5  | 3     |       | 3.0g |

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|  | 5  |     | 3     |                    |
|  | 5  | 100 | 2 1 1 |                    |
|  | 5  | 2   | 1 2   |                    |
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|  | 5  | 3   | 2     |                    |
|  | 5  | 2   | 1 1   |                    |
|  | 5  |     | 1 3   |                    |
|  | 5  |     |       |                    |
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18. 试题编号：1-18：茶叶审评

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| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D3 | F3 |
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| 20 | 20 | 1.<br>2.<br>3.<br>4.<br>16-20<br>0-5 | 11-15<br>6-10<br>0 |
| 20 | 5  | 0.5 /                                |                    |
|    | 5  | 0.5 /                                |                    |
|    | 5  | 0.5 /                                |                    |
|    | 5  | 0.5 /                                |                    |
| 60 | 5  | 2                                    | 1<br>2             |
|    | 5  | 3<br>2                               | 3.0g               |
|    | 5  | 3                                    |                    |
|    | 5  | 2                                    | 3                  |
|    | 5  | 100                                  | 1<br>1             |
|    | 5  | 2                                    | 1                  |

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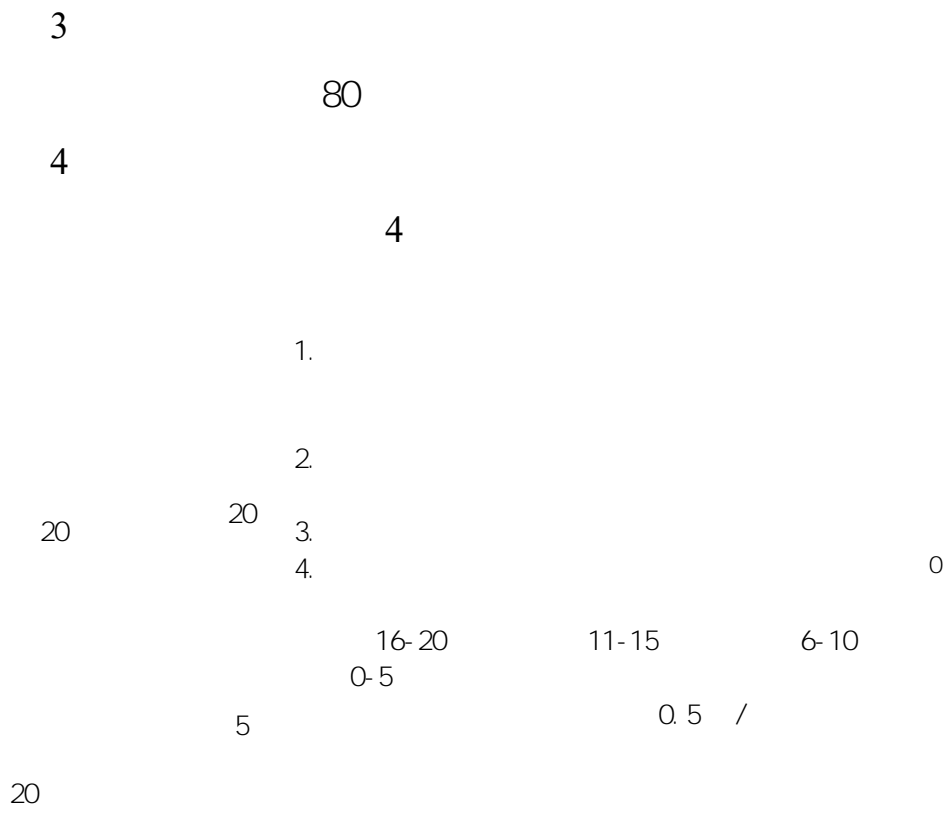
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| 20 | 5  |                      | 0.5 /        |               |
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| 60 | 5  |                      | 2            | 1<br>2        |
|    | 5  |                      | 3<br>2       | 3.0g          |
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|    | 5  |                      | 2            | 1<br>1        |
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|    |    | GB/T23776-2018       |              |               |
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## 模块二 茶艺服务

# 1. 保靖黄金茶“端午茶会”主题茶席设计与茶艺展示

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2. 试题编号： 2-2 ， 湘丰茶业 “谷雨茶会” 主题茶席设计与茶艺展示

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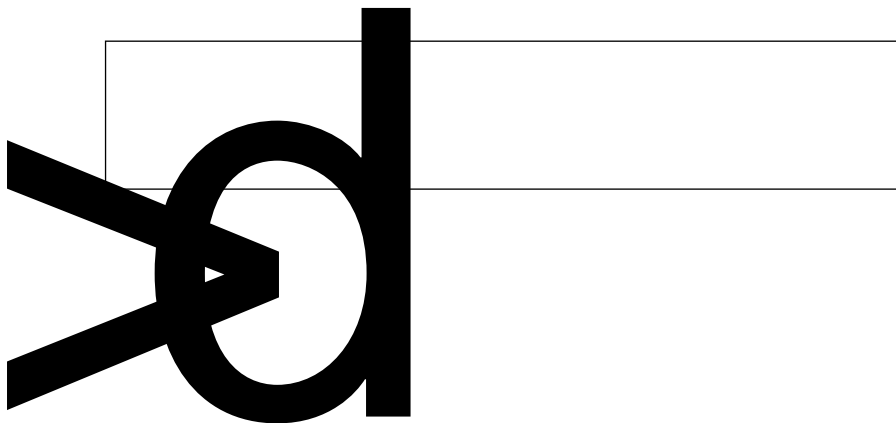
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3. 试题编号： 2-3 ， 金井茶业 “中秋茶会” 主题茶席设计与茶艺展示

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4. 试题编号： 2-4 ， 君山银针 “立春茶会” 主题茶席设计与茶艺展示

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**5. 试题编号：2-5 ， 隆平茶业“寒露茶会”主题茶席设计与茶艺展示**

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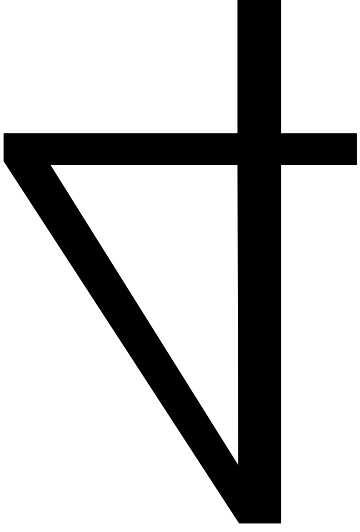
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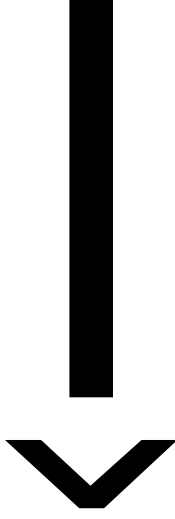
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7. 试题编号：2-7 ， 萧氏茶 “立夏茶会” 主题茶席设计与茶艺展示

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**9. 试题编号：2-9 ， 吴裕泰茶业 “ 阳茶会” 主题茶席设计与茶艺展示**

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### 模块三茶叶销售

#### 1. 试题编号：3-1，白沙溪天尖茶推销

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|  | 10 | 2   |           |   |
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|  |    | 3   | 5<br>1-2  |   |
|  |    | 100 |           |   |

**2. 试题编号：3-2，大茶狮牌湘西保靖黄金茶推销**

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| 40 |    | 3   |          | 500<br>50 1 |
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|    |    | 20  | 5        |             |
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|    |    | 2   |          |             |
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|    | 25 | 2   |          |             |
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### 3. 试题编号：3-3，汉中仙毫新茶推销

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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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| 40 |    | 2  |                      | 500<br>50 1 |   |
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|    |    | 20 | 5                    |             |   |
|    |    |    | 10                   |             | 2 |
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|    |    | 2  |                      |             |   |
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| 40 | 5  | 1        |     | ( ) |  |
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| 3  |    | 5<br>1-2 |     |     |  |
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4. 试题编号：3-4，际源春祁门红茶推销

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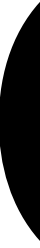
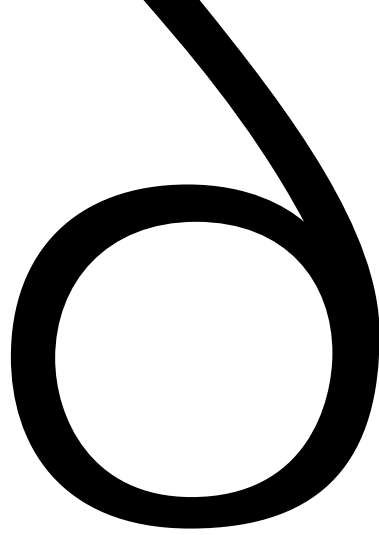
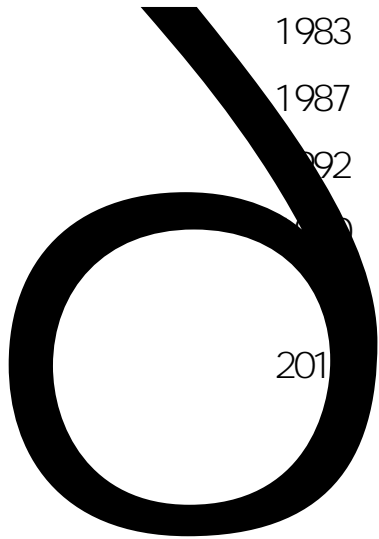
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|    |    | 20                   | 5  |             |   |
|    |    |                      | 10 |             | 2 |
|    | 3  | 3                    |    |             |   |
|    | 2  |                      |    |             |   |
|    | 5  | 2                    |    |             |   |
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| 40 | 5  | 1                    |    |             |   |
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**5. 试题编号：3-5, 金井绿茶推销**

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6. 试题编号：3-6，金井为人民服务冰雪初芽茶推销

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|    | 25 | 2   |              |        |     |  |
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7. 试题编号：3-7，院士茯 手筑茯砖茶推销

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|    |    | 3        |                              |             |
|    |    | 2        |                              |             |
|    |    |          |                              |             |
|    |    |          | 5                            |             |
|    | 20 |          | 10 2<br>3 3<br>2<br>5 2<br>3 |             |
| 40 | 5  | 1        |                              | ( )<br>,    |
|    |    | 2        |                              |             |
|    |    | 1        |                              |             |
|    |    | 1        |                              |             |
|    | 25 | 2        |                              |             |
|    |    | 3        | ( )                          |             |
|    |    | 3        |                              |             |
|    |    | 2        |                              |             |
|    |    | 5        |                              |             |
|    |    | 2        | ,                            |             |
|    |    | 3        | ( )                          |             |
|    |    | 5        | ,                            |             |
| 10 | 2  |          |                              |             |
|    | 3  |          |                              |             |
|    | 2  | ,        |                              |             |
|    | 3  | 5<br>1-2 |                              |             |
|    |    | 100      |                              |             |

## 9. 试题编号：3-9, 四月茶依牌玫瑰花茶推销

1

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:  
: 18  
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:  
: 4-6

198







朵朵鲜润清香持久 汤色娇淡如凝露  
Lasting fragrance soup color is pale like dew Johnson



花园盛开的玫瑰 不及你绽放的美丽

2

|  |    |   |
|--|----|---|
|  |    |   |
|  | 70 | 5 |
|  | 5  |   |

|  |   |   |   |   |  |
|--|---|---|---|---|--|
|  |   |   |   |   |  |
|  | 1 | 2 | 1 | 2 |  |

3

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3

2

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2

3

1

5

40

|  |    |     |     |   |
|--|----|-----|-----|---|
|  |    | 2   |     |   |
|  |    | 5   |     |   |
|  |    | 2   |     |   |
|  |    | 3   | ( ) |   |
|  |    | 5   |     |   |
|  | 10 | 2   |     |   |
|  | 10 | 3   |     |   |
|  | 10 | 2   |     |   |
|  | 10 | 3   | 1-2 | 5 |
|  |    | 100 |     |   |

10. 试题编号：3-10，吴裕泰牌茉莉花茶推销

1

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、茉莉花 |
|------|--------------------------|-----|--------|
| 净含量  | 50克                      | 等级  | 三级     |
| 产地   | 北京市昌平区                   | 外形  | 条索紧结   |
| 香气   | 嫩香鲜灵                     | 口感  | 鲜香爽口   |
| 汤色   | 清澈明亮                     | 保质期 | 18个月   |
| 贮藏条件 | 清洁、干燥、通风、无异味、无污染的环境中密封保存 |     |        |

50g

25

18

2

70

5

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2

1

2

2

|    |    |          |     |             |                              |
|----|----|----------|-----|-------------|------------------------------|
| 40 |    | 3        |     | 500<br>50 1 |                              |
|    |    | 3        |     |             |                              |
|    |    | 3        |     |             |                              |
|    |    | 2        |     |             |                              |
|    |    |          |     |             |                              |
|    |    |          |     |             |                              |
|    |    | 20       | 5   |             | 10 2<br>3 3<br>2<br>5 2<br>3 |
| 40 | 5  | 1        |     | ( )<br>,    |                              |
|    |    | 2        |     |             |                              |
|    |    | 1        |     |             |                              |
|    |    | 1        |     |             |                              |
|    | 25 | 2        |     |             |                              |
|    |    | 3        | ( ) |             |                              |
|    |    | 3        |     |             |                              |
|    |    | 2        |     |             |                              |
|    |    | 5        |     |             |                              |
|    |    | 2        |     |             |                              |
|    |    | 3        | ( ) |             |                              |
|    |    | 5        |     |             |                              |
|    | 10 | 2        |     |             |                              |
| 3  |    |          |     |             |                              |
| 2  |    |          |     |             |                              |
| 3  |    | 5<br>1-2 |     |             |                              |
|    |    | 100      |     |             |                              |

11. 试题编号：3-11, 武夷星牌正山小种红茶推销

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|   |    |   |   |   |
|---|----|---|---|---|
|   |    |   |   |   |
|   | 70 |   | 5 |   |
|   | 5  |   |   |   |
| 1 |    |   | 2 | 2 |
|   | 2  | 1 |   |   |

3



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4

|    |    |    |                      |             |
|----|----|----|----------------------|-------------|
|    |    |    |                      |             |
|    | 20 | 20 | 1.<br>2.<br>3.<br>4. | 0           |
| 40 |    | 2  |                      | 500<br>50 1 |
|    |    | 3  |                      |             |
|    |    | 3  |                      |             |
|    |    | 3  |                      |             |
|    |    | 2  |                      |             |
|    |    |    |                      |             |
|    |    |    | 5                    |             |
|    |    | 20 | 10 2<br>3 3<br>2     |             |
|    |    |    | 5 2<br>3             |             |
|    | 40 | 5  | 1                    |             |
| 2  |    |    |                      |             |
| 1  |    |    |                      |             |
| 1  |    |    |                      |             |
| 25 |    | 2  |                      |             |
|    |    | 3  | ( )                  |             |
|    |    | 3  |                      |             |
|    |    | 2  |                      |             |
|    |    | 5  |                      |             |
|    |    | 2  |                      |             |

|  |    |     |          |  |
|--|----|-----|----------|--|
|  |    | 3   | ( )      |  |
|  |    | 5   |          |  |
|  | 10 | 2   |          |  |
|  |    | 3   |          |  |
|  |    | 2   |          |  |
|  |    | 3   | 5<br>1-2 |  |
|  |    | 100 |          |  |

12. 试题编号：3-12, 湘丰毛尖推销

1

100

108



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5

5

2

1

2

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|    |    |          |                              |             |
|----|----|----------|------------------------------|-------------|
| 40 |    | 3        |                              | 500<br>50 1 |
|    |    | 3        |                              |             |
|    |    | 2        |                              |             |
|    |    |          |                              |             |
|    |    |          | 5                            |             |
|    |    | 20       | 10 2<br>3 3<br>2<br>5 2<br>3 |             |
| 40 | 5  | 1        |                              | ( )<br>,    |
|    |    | 2        |                              |             |
|    |    | 1        |                              |             |
|    |    | 1        |                              |             |
|    | 25 | 2        |                              |             |
|    |    | 3        | ( )                          |             |
|    |    | 3        |                              |             |
|    |    | 2        |                              |             |
|    |    | 5        |                              |             |
|    |    | 2        | ,                            |             |
|    |    | 3        | ( )                          |             |
|    |    | 5        | ,                            |             |
| 10 | 2  |          |                              |             |
|    | 3  |          |                              |             |
|    | 2  | ,        |                              |             |
|    | 3  | 5<br>1-2 |                              |             |
|    |    | 100      |                              |             |

13. 试题编号：3-13, 湘益牌茯砖茶推销

1

1000

48



“ ”

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|  |   |    |   |   |
|--|---|----|---|---|
|  |   |    |   |   |
|  |   | 70 |   | 5 |
|  |   |    | 5 |   |
|  | 1 |    |   | 2 |
|  |   | 2  | 1 |   |

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|    |    |    |                      |             |
|----|----|----|----------------------|-------------|
|    |    |    |                      |             |
|    | 20 | 20 | 1.<br>2.<br>3.<br>4. | 0           |
| 40 |    | 2  |                      | 500<br>50 1 |
|    |    | 3  |                      |             |
|    |    | 3  |                      |             |
|    |    | 3  |                      |             |
|    |    | 3  |                      |             |
|    |    | 2  |                      |             |
|    |    |    |                      |             |
|    |    |    |                      |             |
|    |    | 20 | 5                    |             |
|    |    |    | 10 2                 |             |
|    |    |    | 3 3                  |             |



|    |    |   |     |     |     |   |
|----|----|---|-----|-----|-----|---|
|    |    |   |     | 2   |     |   |
|    |    |   |     | 5   | 2   |   |
|    |    |   |     | 3   |     |   |
| 40 | 5  | 1 |     |     |     |   |
|    |    | 2 |     |     |     |   |
|    |    | 1 |     |     |     |   |
|    |    | 1 |     |     |     |   |
|    | 25 | 2 |     |     |     | ( |
|    |    | 3 |     | ( ) |     | ) |
|    |    | 3 |     |     |     | , |
|    |    | 2 |     |     |     |   |
|    |    | 5 |     |     |     |   |
|    |    | 2 |     | ,   | ,   |   |
|    |    | 3 |     | ( ) | ( ) |   |
|    |    | 5 |     | ,   | ,   |   |
|    | 10 | 2 |     |     |     |   |
| 3  |    |   |     |     |     |   |
| 2  |    |   | ,   |     |     |   |
| 3  |    |   | 5   |     |     |   |
|    |    |   | 1-2 |     |     |   |
|    |    |   | 100 |     |     |   |

14. 试题编号：3-14, 艺福堂醇香普洱小沱茶推销

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: 280g (50 )

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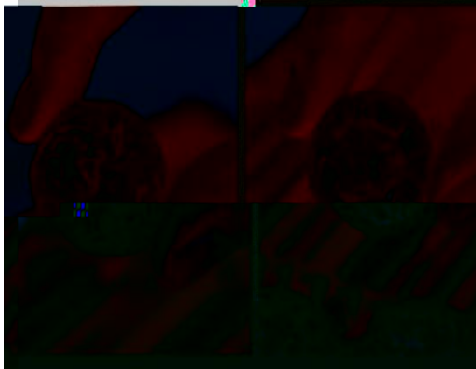
:

## 产/品/展/示

形

▼色泽褐红 饱满油亮

▼碗形端正 内窝深圆



汤

红浓明亮 甜香可闻



|  |   |    |   |   |
|--|---|----|---|---|
|  |   |    |   |   |
|  |   | 70 |   | 5 |
|  |   |    | 5 |   |
|  |   |    |   | 2 |
|  | 1 |    |   | 2 |
|  |   | 2  |   | 1 |

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|    |    |    |                      |             |   |
|----|----|----|----------------------|-------------|---|
|    |    |    |                      |             |   |
|    | 20 | 20 | 1.<br>2.<br>3.<br>4. | 0           |   |
| 40 |    | 2  |                      | 500<br>50 1 |   |
|    |    | 3  |                      |             |   |
|    |    | 3  |                      |             |   |
|    |    | 3  |                      |             |   |
|    |    | 2  |                      |             |   |
|    |    |    |                      |             |   |
|    |    |    |                      |             |   |
|    |    |    |                      |             |   |
|    |    | 20 | 5                    |             |   |
|    |    |    | 10                   |             | 2 |
|    | 3  | 3  |                      |             |   |
|    | 2  |    |                      |             |   |
|    | 5  | 2  |                      |             |   |
|    | 3  |    |                      |             |   |
| 40 | 5  | 1  |                      |             |   |
|    |    | 2  |                      |             |   |
|    |    | 1  |                      |             |   |
|    |    | 1  |                      |             |   |

|    |   |          |     |
|----|---|----------|-----|
| 25 | 2 |          | ( ) |
|    | 3 | ( )      |     |
|    | 3 |          |     |
|    | 2 |          |     |
|    | 5 |          |     |
|    | 2 |          |     |
|    | 3 | ( )      |     |
|    | 5 |          |     |
| 10 | 2 |          |     |
|    | 3 |          |     |
|    | 2 |          |     |
|    | 3 | 5<br>1-2 |     |
|    |   | 100      |     |

15. 试题编号：3-15, 艺福堂牌黄山毛峰推销

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|--|---|----|---|---|
|  |   |    |   |   |
|  |   | 70 |   | 5 |
|  |   |    | 5 |   |
|  | 1 |    |   | 2 |
|  |   | 2  | 1 |   |

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|    |    |    |                      |      |
|----|----|----|----------------------|------|
|    |    |    |                      |      |
|    | 20 | 20 | 1.<br>2.<br>3.<br>4. | 0    |
| 40 |    | 2  |                      | 500  |
|    |    | 3  |                      |      |
|    |    | 3  |                      |      |
|    |    | 3  |                      |      |
|    |    | 2  |                      |      |
|    |    |    |                      | 50 1 |

|    |    |          |     |   |  |
|----|----|----------|-----|---|--|
|    |    |          |     |   |  |
|    |    |          |     |   |  |
|    |    | 20       | 5   |   |  |
|    |    |          | 10  | 2 |  |
| 3  | 3  |          |     |   |  |
|    |    | 2        | 5   | 3 |  |
| 40 | 5  | 1        |     |   |  |
|    |    | 2        |     |   |  |
|    |    | 1        |     |   |  |
|    |    | 1        |     |   |  |
|    | 25 | 2        |     |   |  |
|    |    | 3        | ( ) |   |  |
|    |    | 3        |     |   |  |
|    |    | 2        |     |   |  |
|    |    | 5        |     |   |  |
|    |    | 2        |     |   |  |
|    |    | 3        | ( ) |   |  |
|    |    | 5        |     |   |  |
|    |    | 10       |     |   |  |
| 10 | 2  |          |     |   |  |
|    | 3  |          |     |   |  |
|    | 2  |          |     |   |  |
|    | 3  | 5<br>1-2 |     |   |  |
|    |    | 100      |     |   |  |

16. 试题编号：3-16, 艺福堂牌明前特级江苏碧螺春茶推销

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18





### 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

### 冲泡指南

SHOW BREWING

**注水**  
注入 85°C 左右  
热水约 250ml

**投茶**  
投入 3g 左右  
碧螺春干茶

**品饮**  
待茶叶舒展  
静候品饮

**小贴士**

- ①碧螺春由于芽叶细嫩, 冲泡需采用上投法。
- ②碧螺春冲泡时水温需控制在 80-90°C (切不可用刚开的水)
- ③喜欢浓茶口感的, 投茶时分量可以略多些。

2

70

5

5

|    |    |          |     |     |  |
|----|----|----------|-----|-----|--|
|    |    | 1        |     | ( ) |  |
|    |    | 1        |     |     |  |
|    | 25 | 2        |     |     |  |
|    |    | 3        | ( ) |     |  |
|    |    | 3        |     |     |  |
|    |    | 2        |     |     |  |
|    |    | 5        |     |     |  |
|    |    | 2        |     |     |  |
|    |    | 3        | ( ) |     |  |
|    |    | 5        |     |     |  |
| 10 | 2  |          |     |     |  |
|    | 3  |          |     |     |  |
|    | 2  |          |     |     |  |
|    | 3  | 5<br>1-2 |     |     |  |
|    |    | 100      |     |     |  |

**17. 试题编号：3-17, ChaLi 茶里玫瑰红茶茶包茶叶三角袋泡茶  
推销**

1

[ ] :

[ ] :

[ ] : 24

[ ] : 54g (3g\*18 )

[ ] : 90C



## 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



色泽粉嫩  
娇艳欲滴



花香宜人  
浓郁持久



朵朵含苞待放  
可爱迷人

## 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

03

一袋一泡





### 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

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

|  |    |   |   |
|--|----|---|---|
|  | 70 | 5 |   |
|  | 5  |   |   |
|  |    | 2 |   |
|  | 1  |   |   |
|  | 2  | 2 | 1 |

3

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|    |    |    |                      |             |   |
|----|----|----|----------------------|-------------|---|
|    |    |    |                      |             |   |
|    | 20 | 20 | 1.<br>2.<br>3.<br>4. | 0           |   |
| 40 |    | 2  |                      | 500<br>50 1 |   |
|    |    | 3  |                      |             |   |
|    |    | 3  |                      |             |   |
|    |    | 3  |                      |             |   |
|    |    | 2  |                      |             |   |
|    |    |    |                      |             |   |
|    |    |    |                      |             |   |
|    |    |    |                      |             |   |
|    |    | 20 | 5                    |             |   |
|    |    |    | 10                   |             | 2 |
|    |    | 3  | 3                    |             |   |
|    |    | 2  |                      |             |   |
|    |    | 5  | 2                    |             |   |
|    |    | 3  |                      |             |   |
| 40 | 5  | 1  |                      | (           |   |
|    |    | 2  |                      |             |   |
|    |    | 1  |                      |             |   |
|    |    | 1  |                      |             |   |
|    | 25 | 2  |                      |             |   |

|  |    |     |                  |   |
|--|----|-----|------------------|---|
|  |    | 3   | ( )              | ) |
|  |    | 3   |                  | , |
|  |    | 2   |                  |   |
|  |    | 5   |                  |   |
|  |    | 2   | ,                | , |
|  |    | 3   | ( ) , ( )        |   |
|  |    | 5   | ,                | , |
|  | 10 | 2   |                  |   |
|  |    | 3   |                  |   |
|  |    | 2   | ,                |   |
|  |    | 3   | 1-2 <sup>5</sup> |   |
|  |    | 100 |                  |   |

18. 试题编号：3-18 白沙溪经典黑砖推销

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450g× 2

14cm 23.5cm 2cm





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|  |    |     |                  |  |
|--|----|-----|------------------|--|
|  |    | 3   | ( )              |  |
|  |    | 5   |                  |  |
|  | 10 | 2   |                  |  |
|  |    | 3   |                  |  |
|  |    | 2   |                  |  |
|  |    | 3   | 1-2 <sup>5</sup> |  |
|  |    | 100 |                  |  |

**19. 试题编号：3-19, 安化千两饼**

1

[ ]: ( )

[ ]:

[ ]:

[ ]: 180g

[ ]:

[ ]:

[ ]: 13cm\*13cm\*3.5cm

[ ]: 59



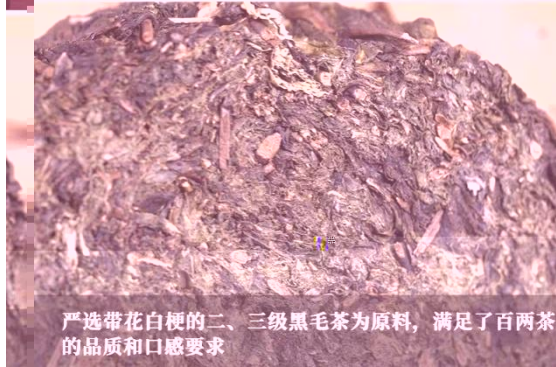
色泽褐绿  
茶体紧结匀实



清香  
细嗅



带松烟香  
干茶香气纯正



严选带花白梗的二、三级黑毛茶为原料，满足了百两茶的品质和口感要求

2

|  |   |    |  |   |  |  |   |
|--|---|----|--|---|--|--|---|
|  |   |    |  |   |  |  |   |
|  |   | 70 |  | 5 |  |  |   |
|  |   | 5  |  |   |  |  |   |
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20. 试题编号：3-20, 一品仙都匀毛尖推销

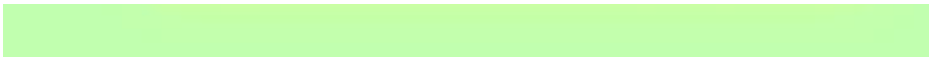
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#### 模块四 营销策划模块

##### 任务一：制定促销活动策划方案

##### 1. 试题编号：4-1-1，“白沙溪”专卖店十月促销活动方案策划

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2. 试题编号：4-1-2， 试题编号：张一元茉莉花茶感恩节促销活动方案策划

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3. 试题编号：4-1-3，保靖黄金茶端午节促销活动方案策划

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4. 试题编号：4-1-4，八马茶业专卖店开业促销活动方案策划

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6. 试题编号：4-1-6，唐羽茗茶中秋回馈老客户促销活动方案策划

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7. 试题编号：4-1-7，八马茶业“双十一”线上促销活动方案策划

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8. 试题编号：4-1-8，谢裕大父亲节促销活动方案策划

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11. 试题编号：4-1-11，艺福堂茶业春茶促销活动方案策划

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12. 试题编号：4-1-12，正浩茶叶周年庆促销活动方案策划

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13. 试题编号：4-1-13，福鼎白茶“五一”促销活动方案策划

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14. 试题编号：4-1-14，小罐茶国庆促销活动方案策划

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15. 试题编号：4-1-15，吴裕泰茶业开业促销活动方案策划

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## 任务二：制定茶事活动策划方案

### 1. 试题编号：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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2. 试题编号：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. 试题编号：4-2-3，保靖黄金茶“端午茶会”茶事活动方案策  
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5. 试题编号：4-2-5，天福茗茶“冬至茶会”茶事活动方案策划

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6. 试题编号：4-2-6，唐羽茗茶“中秋茶会”茶事活动方案策划

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7. 试题编号：4-2-7，八马茶业“春分茶会”茶事活动方案策划

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**8. 试题编号：4-2-8，谢裕大黄山毛峰“春茶品鉴会”茶事活动方案策划**

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|    |    | 6  | 3<br>2               | 1      |
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10. 试题编号：4-2-10，正山茶业“金骏眉新品品鉴茶会”茶事  
活动方案策划

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**11. 试题编号：4-2-11，艺福堂茶业“端午茶会”茶事活动方案  
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12. 试题编号: 12-12 正浩茶叶“谷雨茶会”茶事活动方案策  
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13. 试题编号：4-2-13，福鼎白茶“小暑茶会”茶事活动方案策划

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14. 试题编号：4-2-14，小罐茶“立秋茶会”茶事活动方案策划

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15. 试题编号：4-2-15，吴裕泰茶业“阳茶会”茶事活动方案  
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|    |    | 12 | 4<br>4               | 4      |                 |
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