



## Mechanics for Tea Board Of Kenya Tea Recipe Competition

- ▣ What? / When?
  - Competition to encourage Kenyans to drink tea.
  - Competition to run in June and close with an event at a venue on 14<sup>th</sup> August 2010
- ▣ Proposed launch date 12<sup>th</sup> July 2010, duration 5 weeks, final event date 14<sup>th</sup> August.
- ▣ Categories
  - Housewives – rural and urban
  - Professional Chefs
  - Students- College & Home science students in local schools
  - Bachelors
  - Single ladies
- ▣ How?
  - Entries will be sent to Agency on mail / email. [chai@tearecipe.co.ke](mailto:chai@tearecipe.co.ke) or Creative Tea competition P.O Box 59051-00200, Nairobi Kenya. From 12<sup>th</sup> July, 2010 to 31<sup>st</sup> July 2010
  - Agency will assist Susan Kamau to sort the mail and select top 20 from each category
  - Participants will be judged on originality, creativity & presentation.
  - Top 50 entries (10 from each category) will be posted in the newspaper 1 wk after the closing date of entry to the competition.
  - Top participants will be invited to showcase their recipes at a central venue on 14<sup>th</sup> August e.g. KICC on Saturday 10.00 am where a panel of judges will sample their recipes to determine the best.
  - Each category will be presented in phases
  - Winning entries will be published in Susan Kamau's magazine – Kenyan Kitchen , TBK Website & Newsletter and also appear on let's cook with Susan Kamau
- ▣ Prizes



Each category will have 20 winners divided into top 3 winners, 7 runners ups and the next 10 who will win consolation prizes.

1<sup>st</sup> Place- A fridge-Ramtons

2<sup>nd</sup> Place- A cooker-universal

3<sup>rd</sup> Place – A tea cappuccino machine

4<sup>th</sup>- 10<sup>th</sup> Place- shopping voucher worth Kshs.5000- Nakumatt

11<sup>th</sup> -20<sup>th</sup> Place- Tea Board of Kenya hamper

Category	1st Prize	2nd Prize	3rd Prize	4 <sup>th</sup> –10 <sup>th</sup> Prize	11 <sup>th</sup> - 20 <sup>th</sup> Prize
Housewives	Fridge	Cooker	Tea Cappuccino	Kshs.5000 Shopping voucher	TBK Hamper
Professional Chefs	Fridge	Cooker	Tea Cappuccino	Kshs.5000 Shopping voucher	TBK Hamper
Students	Fridge	Cooker	Tea Cappuccino	Kshs.5000 Shopping voucher	TBK Hamper
Bachelors	Fridge	Cooker	Tea Cappuccino	Kshs.5000 Shopping voucher	TBK Hamper
Single ladies	Fridge	Cooker	Tea Cappuccino	Kshs.5000 Shopping voucher	TBK Hamper

