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模块一 茶叶审评模块

(一) 试 编号规则试 组合

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A1-4

B1-2

C1-4

D1-3

F1-3

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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 |

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| 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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| 20 | 5 | | 0.5 / | |
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| | 5 | | 0.5 / | |
| 60 | 5 | | 2 | 1 2 |
| | 5 | | 3 2 | 3.0g |
| | 5 | | | 3 |
| | 5 | | 100 | 1 1 1 |
| | 5 | | | 2 |
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3. 试 编号：1-3：茶叶审评

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| 8 | (12) | 50 | | | | |
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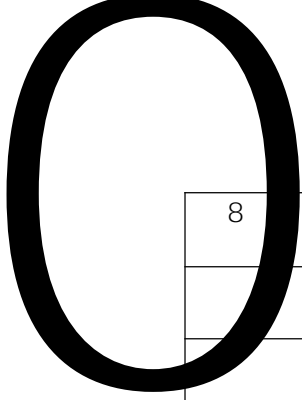
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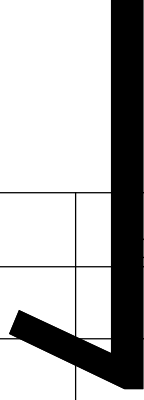
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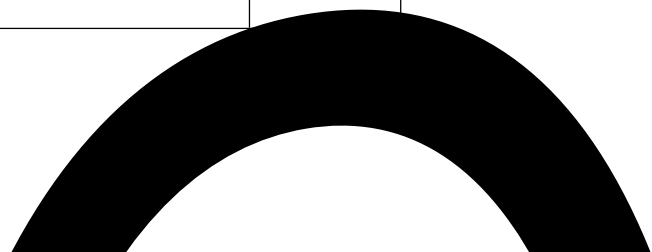
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| A1 | A2 | A3 | A4 | B1 | B2 | C1 | C2 | D3 | F2 |
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| 60 | 5 | | 2 | 1 2 |
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| | 5 | | 100 | 1 1 |
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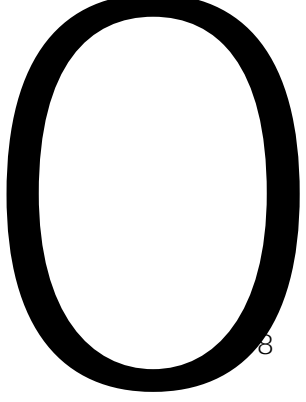
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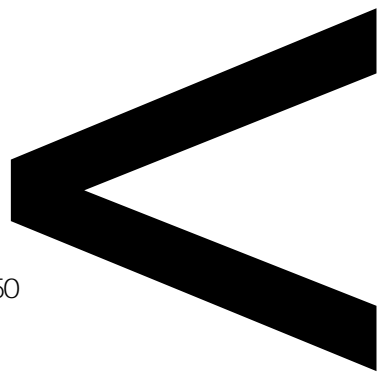
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| A1 | A2 | A3 | A4 | B1 | B2 | C3 | C4 | D1 | F2 |
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| | | 5 | 3 3.0g 2 | | |
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| | | 5 | 3 2 | | |
| | 5 | 2 1 1 | | | |
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12. 试 编号：1-12：茶叶审评

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15. 试 编号：1-15：茶叶审评

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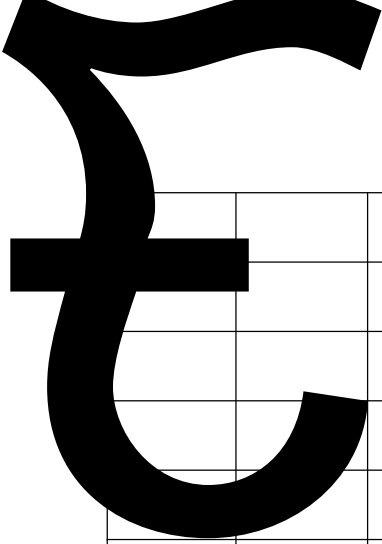
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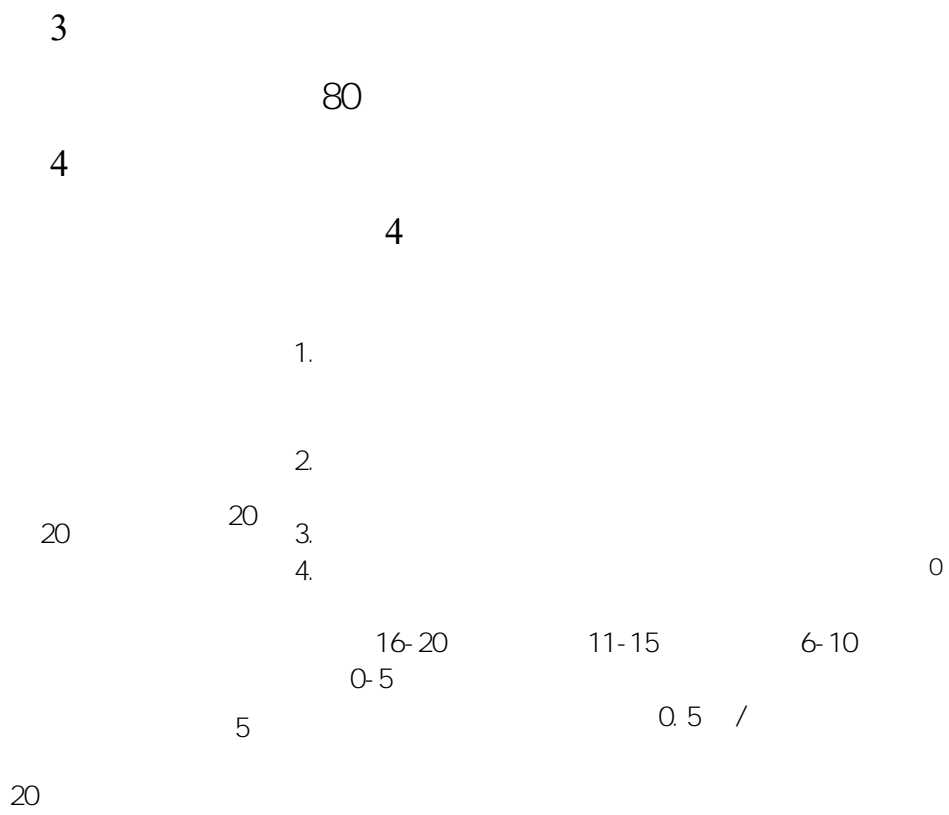
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模块二 茶艺服务

1. 保 茶 “端午茶会” 主 茶席设计与茶艺展示

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2. 试 编号： 2-2 ， 湘丰茶业 “谷 茶会” 主 茶席设计与茶艺展示

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3. 试 编号： 2-3 ， 井茶业 “中秋茶会” 主 茶席设计与茶艺展示

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4. 试 编号： 2-4 ， 君山 “立春茶会”主 茶席设计与茶
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5. 试 编号：2-5 ， 平茶业“寒 茶会”主 茶席设计与茶艺展示

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6. 试 编号：2-6，徽六“水茶会”主 茶席设计与茶艺展示

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7. 试 编号：2-7 ， 萧氏茶 “立夏茶会” 主 茶席设计与茶艺展
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8. 试 编号：2-8 ，张一元茉莉花茶“白 茶会”主 茶席设计
与茶艺展示

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9. 试 编号：2-9 ， 吴裕泰茶业 “ 茶会” 主 茶席设计与茶艺展示

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10. 试 编号：2-5 ， 福 白茶“小暑茶会”主 茶席设计与茶艺展示

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1. 试 编号：3-1，白沙溪天尖茶推

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2. 试 编号：3-2，大茶狮牌湘西保 茶推

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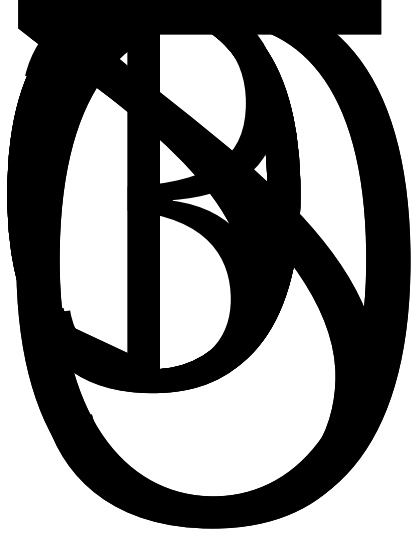
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3. 试 编号：3-3，汉中仙毫新茶推

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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

幼嫩多茸/柔匀鲜活/肥壮完整



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4. 试 编号：3-4, 源春祁 红茶推

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5. 试 编号：3-5, 井绿茶推

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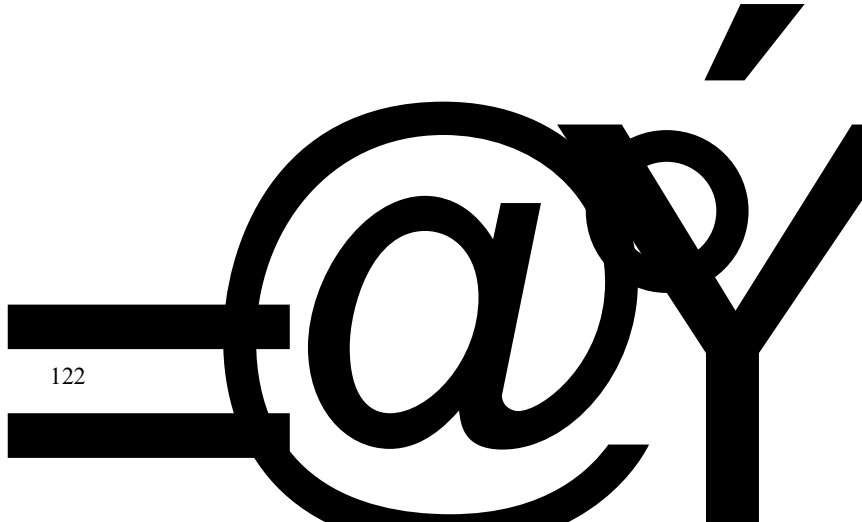
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6. 试 编号：3-6, 井为人民服务冰 初芽茶推

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7. 试 编号：3-7, 士茯 手筑茯砖茶推

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9. 试 编号：3-9, 四月茶依牌玫瑰花茶推

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10. 试 编号：3-10，吴裕泰牌茉莉花茶推

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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、茉莉鲜花 |
| 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 | | |

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11. 试 编号：3-11, 武夷星牌正山小种红茶推

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12. 试 编号：3-12, 湘丰毛尖推

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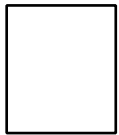
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13. 试 编号：3-13, 湘益牌茯砖茶推

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14. 试 编号：3-14, 艺福堂醇 普洱小沱茶推

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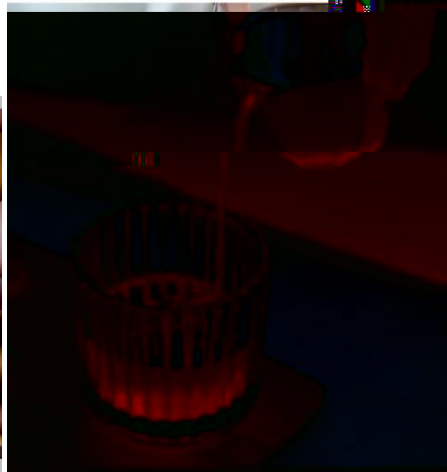
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15. 试 编号：3-15, 艺福堂牌 山毛峰推

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16. 试 编号：3-16, 艺福堂牌明前特级江苏碧螺春茶推

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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

生态铁罐 镀铝内袋 产品参数

压、环保、可重复利用 隔热、遮光、防异味 商品基本参数, 安全放心

冲泡展示

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

小艺贴士

- 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 (切不可用即开开水)
- ③喜欢浓茶口感的, 投茶时分量可以略多些。

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

17. 试 编号：3-17, ChaLi 茶里玫瑰红茶茶包茶叶三角袋泡茶推

1

[] :

[] :

[] : 24

[] : 54g (3g*18)

[] : 90C



玫瑰红茶

- 美丽 优雅 更出众 -

天然 健康 时尚

玫瑰与红茶de美丽邂逅

— Rose And Black Tea —
 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
采用玉米纤维
天然环保



03

一袋一泡
方便快捷



释放感官 感受茶的美妙

Feel The Wonderfulness Of Tea

观



玫瑰粉嫩饱满
红茶乌润紧细

闻



花香与蜜香交织
满满香甜气息
萦绕于杯中

品



滋味醇厚柔滑
唇齿留香

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

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| | 20 | 20 | 1. 2. 3. 4. | 0 | |
| 40 | | 2 | | 500 50 1 | |
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| | 10 | 3 | 1-2 | 5 |
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18. 试 编号：3-18 白沙溪经典 砖推

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450g× 2

14cm 23.5cm 2cm

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| | 10 | 2 | | |
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| | | 3 | 1-2 ⁵ | |
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19. 试 编号：3-19, 安化千两

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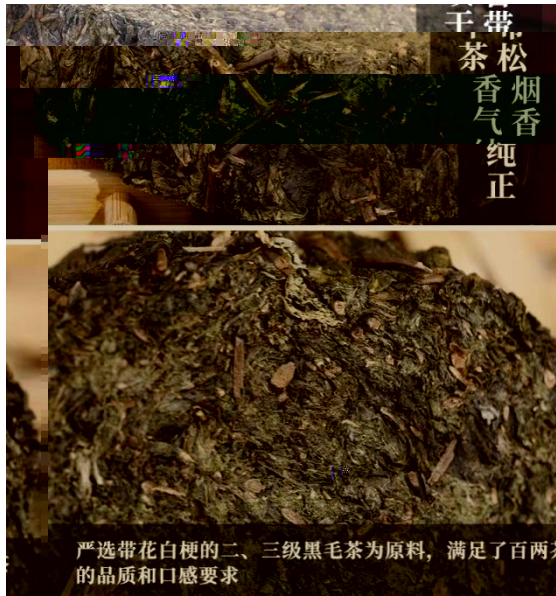
[]: 180g

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[]: 13cm*13cm*3.5cm

[]: 59



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

20. 试 编号：3-20, 一品仙都匀毛尖推

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- 20 C

99 50g



喝茶不洗茶
茶叶干净无需冲洗



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

模块四 营 策划模块

任务一：制定促 活动策划方案

1. 试 编号：4-1-1，“白沙溪”专卖店十月促 活动方案策划

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| | 20 | 20 | 1 2 3 4 5 | 5 5 0 | |
| 80 | | 5 | | 1000 50 1 | |
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| | | 6 | 2 | | 4 |
| | | 5 | 2 3 | | |
| | | 5 | 2 | | 3 |
| | | 5 | | | |
| | | 10 | | | 3 |
| | | 12 | 5 | | 3 2 |
| | | 7 | 2 | | 3 |

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|--|--|-----|--------|---|---|
| | | 5 | 2 1 | 2 | |
| | | 5 | | 2 | 1 |
| | | 5 | | | |
| | | 100 | | | |

**2. 试 编号：4-1-2, 试 编号：张一元茉莉花茶感恩节促 活
动方案策划**

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| 80 | 5 | | |
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| | 10 | | 3 |
| | 12 | 3 5 | 2 |
| | 7 | 2 | 3 |
| | 5 | 2 1 | 2 |
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| | | 100 | |
| | | | 1000 50 1 |

3. 试 编号：4-1-3, 保 茶端午节促 活动方案策划

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| 80 | 5 | | 1000 50 1 | |
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| | 5 | 2 3 | | |
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| | 12 | 5 3 | | 2 |
| | 7 | 2 | | 3 |
| | 5 | 2 1 | | 2 |

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| | | | 5 | 2 | 2 | 1 | |
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4. 试 编号：4-1-4, 八 茶业专卖店开业促 活动方案策划

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| 80 | | 5 | | 1000 50 1 | |
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| | 20 | 20 | 1 2 3 4 5 | 5 5 0 |
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6. 试 编号：4-1-6，唐羽茗茶中秋回 老客户促 活动方案策
划

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| 80 | | 6 | 2 | 4 |
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| | | 7 | 2 | 3 |
| | | 5 | 1 | 2 2 |
| | | 5 | 2 | 1 |
| | | 5 | | |
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7. 试 编号：4-1-7，八 茶业“双十一”线上促 活动方案策
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| 80 | | 5 | | 1000 50 | 1 | |
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| | | 10 | | | | 3 |
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| | | 5 | 2 1 | | | 2 |
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8. 试 编号：4-1-8，谢裕大父亲节促 活动方案策划

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| | | 4. | 5 | 0 | |
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| 80 | | 5 | 1000 |
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| | | 6 | 2 | 4 | 50 | 1 |
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| | | 5 | | 2 | 2 | 1 |
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10. 试 编号：4-1-10，正山茶业“眉”新品促 活动方案
策划

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| 80 | 5 | | | 1000 50 1 |
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| | 6 | 2 | 4 | |
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| | 10 | | 3 | |
| | 12 | 3 5 | 2 | |
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| | 5 | 2 1 | 2 | |
| | 5 | | 2 1 | |
| 5 | | | | |
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11. 试 编号：4-1-11，艺福堂茶业春茶促 活动方案策划

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12. 试 编号：4-1-12，正浩茶叶周年庆促 活动方案策划

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13. 试 编号：4-1-13，福 白茶“五一”促 活动方案策划

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| 80 | | 10 | | | 3 | 1000 50 |
| | | 12 | 3 | 5 | 2 | 1 |
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| | | 5 | 2 | 1 | 2 | |
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14. 试 编号：4-1-14，小罐茶国庆促 活动方案策划

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| | | 5 | 2 | 3 | | |
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| | | 10 | | 3 | | |
| | | 12 | 3 5 | 2 | | |
| | | 7 | 2 | 3 | | |
| | | 5 | 2 1 | 2 | | |
| | | 5 | 2 | 2 | 1 | |
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15. 试 编号：4-1-15，吴裕泰茶业开业促 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 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 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 编号：4-2-3，保 茶“端午茶会”茶事活动方案策
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4. 试 编号：4-2-4，八 茶业专卖店“中秋茶会”茶事活动方
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5. 试 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 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 编号：4-2-7，八 茶业“春分茶会”茶事活动方案策划

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8. 试 编号：4-2-8，谢裕大 山毛峰“春茶品 会”茶事活动方案策划

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10. 试 编号：4-2-10，正山茶业“眉新品品 茶会”茶事
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| | | 12 | 4 4 | 4 |
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**11. 试 编号：4-2-11，艺福堂茶业“端午茶会”茶事活动方案
策划**

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| | 12 | 4 4 4 | |
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12. 试 编号：4-2-12，正浩茶叶“谷雨茶会”茶事活动方案策
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13. 试 编号：4-2-13，福 白茶“小暑茶会”茶事活动方案策
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14. 试 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 编号：4-2-15，吴裕泰茶业“茶会”茶事活动方案
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