普洱茶，凝聚了彩云之南众多居民的共同记忆，承载着历史长河中人与茶的美妙故事。这片叶子，是中华民族先人留下的宝贵财富。

普洱茶以云南省一定区域的云南大叶种晒青茶为原料，采用特定的加工工艺生产制成。普洱茶分为普洱茶生茶及普洱茶熟茶。

普洱茶生茶是以符合产地环境条件的云南大叶种茶树鲜叶为原料，经杀青、揉捻、日光干燥、蒸压成型等工艺制成的紧压茶，具有外形色泽墨绿，内质香气清纯持久，滋味浓厚回甘，汤色绿黄清亮、叶底肥厚黄绿的品质特征。

普洱熟茶是以符合产地环境条件的云南大叶种晒青茶为原料，采用特定工艺，经后发酵加工形成的散茶和紧压茶，具有外形色泽红褐，内质汤色红浓明亮，香气独特，陈香浓郁，滋味醇厚回甘，叶底红褐的品质特征。

实施地理标志产品保护以来，对于普洱茶地理标志使用管理做到“严格条件”下的“开放使用”，为真正想做好普洱茶的企业保驾护航，使产品特色品质有保证，最终引导产业良性高效发展。

保护地域范围：云南省昆明市、楚雄州、玉溪市、红河州、文山州、普洱市、西双版纳州、大理州、保山市、德宏州、临沧市 11 个州市部分现辖行政区域。



Pu'er Tea
普洱茶

Pu'er Tea embodies the shared memory of many residents in Yunnan, carrying the wonderful stories of mankind and tea throughout the history. This leaf is the precious wealth given by the ancestors of the Chinese nation.

Pu'er Tea is made from a type of tea leaves grown in a certain regions of Yunnan Province and processed with special techniques. It can be divided in to shengcha (raw) and shucha (ripened).

The shengcha raw tea is made from Yunnan Dayezhong fresh tea leaves grown in the specific environmental conditions of Yunnan and then pressed through the process of killing green, rolling, sun dying and molding. The tea has a dark green color and a complex flavor while the infusion is bright greenish yellow and clear.

The shucha ripened tea is made with Yunnan Dayezhong sun dried green tea in the specific environmental conditions of Yunnan and processed with special techniques. The tea comes in the form of loose leaf or pressed tea after fermentation. The tea has reddish brown color, and the infusion has bright red color with unique aroma, and a mellow and sweet taste.

The status of geographic indication protection product supports the independent operation of Pu'er Tea enterprises with reasonable supervision to ensure the quality of products, which ultimately leads to efficient development of the industry.