



Sensory Analysis Report

WORLD QUALITY AWARDS 2022

Sensory Analysis Report

Jury of the 61st World Selection 2022 of Food Products



Wild old tree white tea

MSG Ltd

Wild old tree white tea has been granted a

Gold Quality Award

by the Jury of the 61st World Selection 2022 of Food Products



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A tasty and beautifully packaged white tea.

Monde Selection Food products July 2022





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Jury comments and observations:

This white tea produced in Taiwan is compressed into a crown and presented inside an aesthetically pleasing gift box. As such, it makes a wonderful gift that is clearly intended for connoisseurs. Indeed, the tea requires at least 2 to 3 wash infusions before it reaches its peak quality. Afterwards, it can be steeped several times for up to 20 consumption infusions without undergoing any significant loss of flavor, much to the jury's delight.

From the first infusion, the product appears in the form of leaves of an impressive size. Once infused, the resulting liquid presents a beautiful copper colour that was admired by the judges for its perfect clarity and the absence of any turbidity.

On the nose, the aromatic bouquet of this white tea emanates a range of elegant vegetal notes that are reminiscent of certain forms of tobacco.

Taste-wise, the palate of this tea is marked by wonderful touches of sweetness which some experts have described as tasting both honeyed and floral, and thus reminiscent of some types of oolong tea.

The judges remarked that some of the beautiful characteristics of this white tea— characteristics which are present both on the tongue and in the length of the palate— are its velvety quality and the absence of astringency in the finish in the mouth, which gives it a beautiful elegance of taste even after numerous infusions.



This report is a summary of expert opinions drawn up during the group discussion following the individual evaluations carried out by the different experts. Unless otherwise specified, this report only includes the shared opinions that reflect a consensus among the different experts.

Evaluation Approach

Monde Selection aims to deliver the most impartial and independent evaluation. The evaluation procedure takes into account not only sensory qualities such as taste, aroma, texture, flavour, sensation in the mouth or any other relevant organoleptic criteria, but also other important parameters for the consumer such as ingredients used, clarity of information about the composition of the product, packaging, user-friendliness for preparations, instruction sheets, etc. This methodology guarantees a fair and global analysis for the consumer.



The evaluation goes far beyond regular tastings. Prior to the evaluation, each product's information is analysed to be presented to the jury precisely for what it claims to be. Monde Selection's food jury also takes time to share their knowledge and experiences while carefully evaluating each product individually without comparing it to another.

The evaluation sessions take place over a period of four months during which our juries taste a limited number of 25 products per day to preserve the experts' palate and taste perception.

Jury Experts

To guarantee an objective assessment, our jury members fill in, in a strict independent way, the evaluation forms which include up to 25 parameters to establish the quality profile of the product. All are qualified professionals carefully chosen for their skills and integrity.

Monde Selection can count on the cooperation of eminent professionals such as Michelin-starred chefs, Euro-Toques, members of the " Académie culinaire de France " and other prestigious associations, internationally renowned pastry and chocolate makers, university professors, chemical engineers and nutrition consultants.



Organoleptic Criteria

The evaluation of the product takes into account the intrinsic quality of the product according to international standards such as ISO Norms (5492:2008), legal prescriptions and industry guidelines. The evaluation forms include up to 25 parameters that vary depending on the type of product.

Visual Aspect

The product presentation, colour, lightness, saturation, shape, size, structure, brilliance, density, aeration, etc.



Odour

The bouquet (set of olfactory notes), complexity, harmony, intensity, odours (fruity, vegetal, marine, milky,...), off-notes, finesse, etc.



Taste

The typicity, harmony, complexity, aromas, bitterness, sweetness, saltiness, acidity, umami, etc.



Aftertaste

The taste persistence in mouth, the intensity of aromas and residual taste, etc.



Texture & Mouthfeel

The product granularity, hardness, moisture, dryness, fracturability, cohesiveness, chewiness, viscosity, elasticity, etc.



Packaging

The design of the packaging and label information, the protection of the product, the materials used, the ease of use, etc.



Quality Labels

The final result is a ponderation of all criteria and determines the quality level. Products with a final result of at least 60% are awarded a quality label by the juries of Monde Selection. This label allows the company to demonstrate the excellent quality of its products in a neutral and professional manner.

In addition to the Quality Awards, Monde Selection also rewards companies who distinguish themselves by continuously upholding the quality of their awarded products over the span of several years by giving out prestigious Trophies such as the «Emerald Trophy» (40 consecutive years), the «25-Year Trophy» (25 consecutive years), the «Crystal Prestige Trophy» (10 consecutive years), and the «International High-Quality Trophy» (3 consecutive years).



The product obtains a final result between 90% and 100% in the evaluations



The product obtains a final result between 80% and 89% in the evaluations



The product obtains a final result between 70% and 79% in the evaluations



The product obtains a final result between 60% and 69% in the evaluations

