



International Taste Institute

Product Evaluation Report, Brussels 2022

茗是觀野生古樹白茶

茗是觀



International Taste Institute

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Taste Institute**

Sensory Analysis Results

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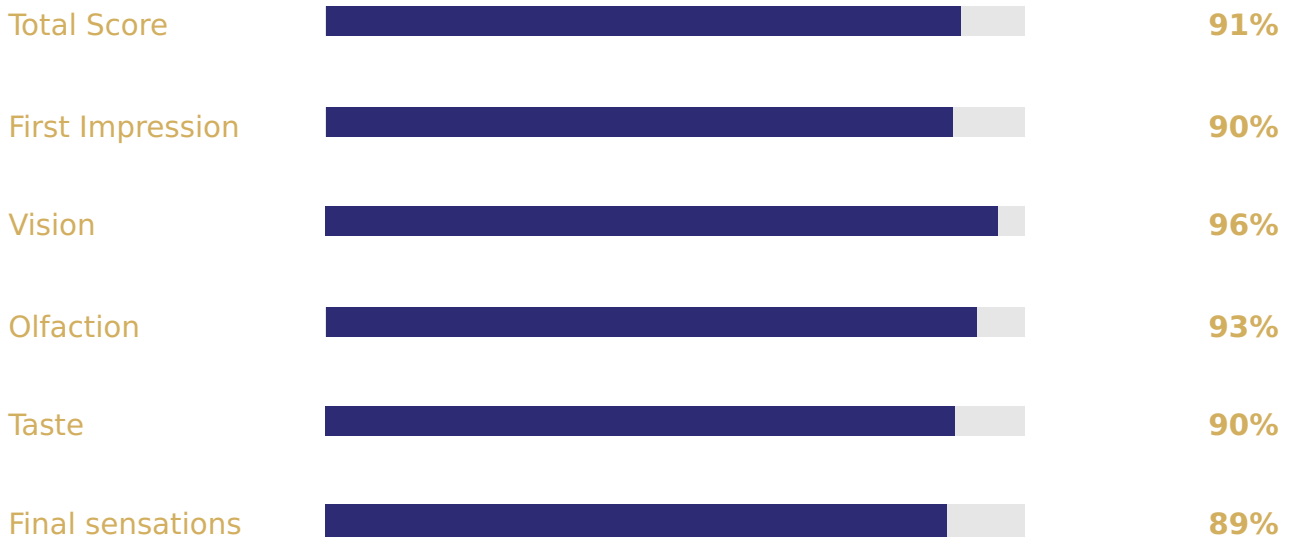
Total Score

90.8%

Award



Sensory Evaluation




Eric de Spoelberch
Managing Director

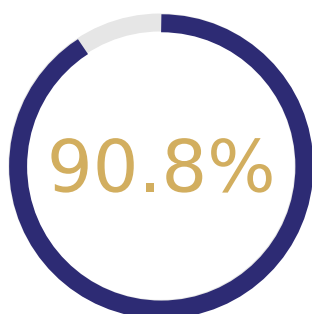

Laurent van Wassenhove
Managing Director



Comments & suggestions from the Jury

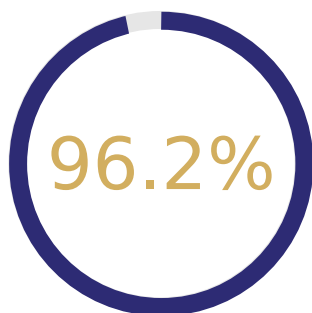
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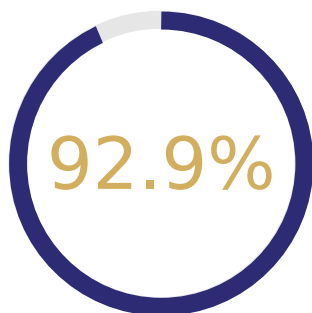
General comment

- Overall, this is an excellent product with expressive flavours and a delicate but pleasant structure.
- The aromas balance very well with the flavours to create an excellent sensory experience, enveloped by fruity and floral notes on the palate.
- Some slight flavour adjustments could make this product even more complex, but this is generally a very impressive white tea.



Vision

- This tea has a clear and limpid golden colour. It presents itself excellently, with a medium intensity and an inviting visual appearance.
- Bronze and orange reflections can be picked up in the crystalline liquid, which gives it a shiny quality.
- The blonde hints in the tea give it the appearance of a sparkling and bright product.



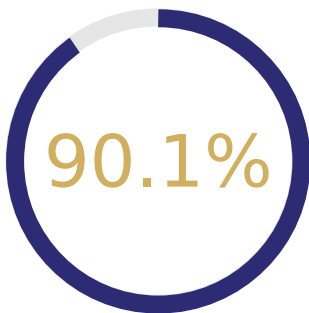
Olfaction

- The nose is slightly vegetal, although floral notes are dominant. Intense citrus aromas and herbs are also present.
- Overall, the olfactory experience is light and playful, with a fine balance between white flowers, peaches, and honey.
- The aromas are excellent and complex, with a well-pronounced nose.



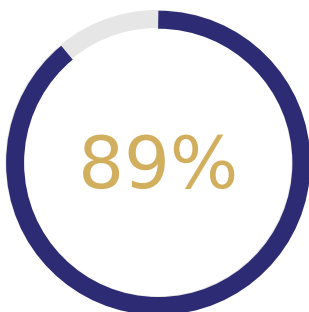
Comments & suggestions from the Jury

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Taste

- Overall, this tea has a delicate and slightly sweet taste full of peach, vegetal, and nutty flavours. The palate is impressively well-structured.
- The mouth has an elegant, velvety structure that amplifies the complexity of the flavours.
- The flavours linger in the mouth to create an enveloping taste sensation that is delicious and satisfying.



Final sensations

- The final sensations are long and persistent on the palate. The notes are carried by a slight astringency.
- Overall, the finish leaves the mouth feeling soft and fresh.
- Although the finish is quite delicate, the flavours are marked and the flavours persist well on the palate.



Comments & suggestions from the jury

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Suggestions about the product

- Overall, this is a delightful product that could benefit from slight flavour adjustments to increase the aromatic and flavour intensity.
- The bitterness could be reduced slightly to make the flavours more elegant.
- The intensity of the flavours could also be increased a little, to make the palate as pronounced as the nose.



The jury



The world most professional jury of taste-experts

- Products are tested by a large panel of professional taste-experts, members of the world's most prestigious Chef & Sommelier associations.
- Over 200 jury members are carefully selected based on their experience in tasting. Their talents are recognized in Chef and Sommelier competitions or by renowned institutions such as Le guide Michelin or Gault & Millau.
- Our jury members include many head-Sommeliers & Chefs from Michelin starred restaurants like El Bulli(Spain) or Le Jules Vernes (France), best Chefs or Sommeliers from various European countries, like Italy, Spain, Portugal, Belgium, Netherlands, Hungary etc,... Chefs cooking for personalities like the French president or the Queen of England.
- Judges come from over 20 countries. They are all external and independent.

Our partner Chef & Sommelier Associations





Tasting Methodology



Blind Sensory Analyses

- Products are blind-tested, meaning that the tasters are not aware of brand name, product name nor origin of the product. They only receive a short description of the product category.
- Each product is evaluated for its organoleptic quality following a systematic approach based on the 5 International Hedonic Sensory Analysis criteria (AFNOR XP V09A standards): First Impression, vision, olfaction, taste, texture (food) or final sensation (drinks).
- Each jury member evaluates and scores the product on his/her own, in silence and without communication with other jury members.



Product Preparation & Presentation

- All products are presented in standardized transparent or white chinaware. This methodology ensures that any bias or preconceived opinion about a food and beverage producer is avoided.
- The products are prepared and served according to a precise protocol strictly respecting the producer's preparation and serving instructions.
- The Taste Institute reserves the right to test the physical and chemical components of the samples with accredited laboratories to ensure that the products tested match the quality of products available to consumer.



Tasting Philosophy and scoring method

- It is not a competition: each product is scored on its intrinsic organoleptic quality.
- The products are evaluated and scored according to what is expected from a consumer product from its category.
- Jury members are not asked whether they personally like the product or not, but how good its organoleptic qualities are for a consumer product in its category.
- To some extent, taste is subjective and there certainly is a cultural factor in taste; however, 15 years of taste evaluation experience with some of the best taste experts in the world has demonstrated that in most cases there is a very strong consistency in the evaluations.
- To reflect the overall hedonic quality, the Total score is a weighted average of the 5 International Sensory Analysis criteria.



Sensory Criteria Definitions

First impression

The First impression refers to a first spontaneous overall gustative impression, before starting the systematic analytical evaluation of the product.

The Jury is asked to give an overall spontaneous score about the gustatory pleasure experienced when tasting the product.



Vision

It characterizes the visual quality of food & drinks; are evaluated dimensions such as: colour, shape, size, transparency, dullness, glossiness, presence of residues, ...

The visual aspect should be pleasing and consistent with the aspect normally associated to the category.



Olfaction

Olfaction characterizes the aromas perceived by the nose. A pleasant aroma makes food appetising.

The sense of smell is useful in detecting freshness, rancidity or defects in food & drinks.

It is a factor that plays an essential role in the flavour perception.



Taste

Taste characterizes the flavours perceived in the mouth and on the tongue.

There are five main types of taste sensations: Sweet, Salty, Sour, Bitter and Umami.

The taste is strongly connected to and influenced by aromas perceived by the nose.



Texture (Food products)

Texture is perceived by a combination of different senses i.e. mouthfeel, sight, and hearing.

Texture is a key hedonic factor for many food products. For example, it can include characteristics such as tenderness, crispiness, consistency, viscosity, chewiness and size & shape of particles.



Final sensation (Drinks)

Final sensation refers to the sensations still present after the drink has been swallowed.