



SENSORY ANALYSIS

REPORT 2018



MONDE SELECTION®

SENSORY ANALYSIS REPORT

Enshuichi - canned

Ishikawaen Co., Ltd

« High-end Shizuoka green tea, luxurious and indulgent. »

Monde Selection July 2018

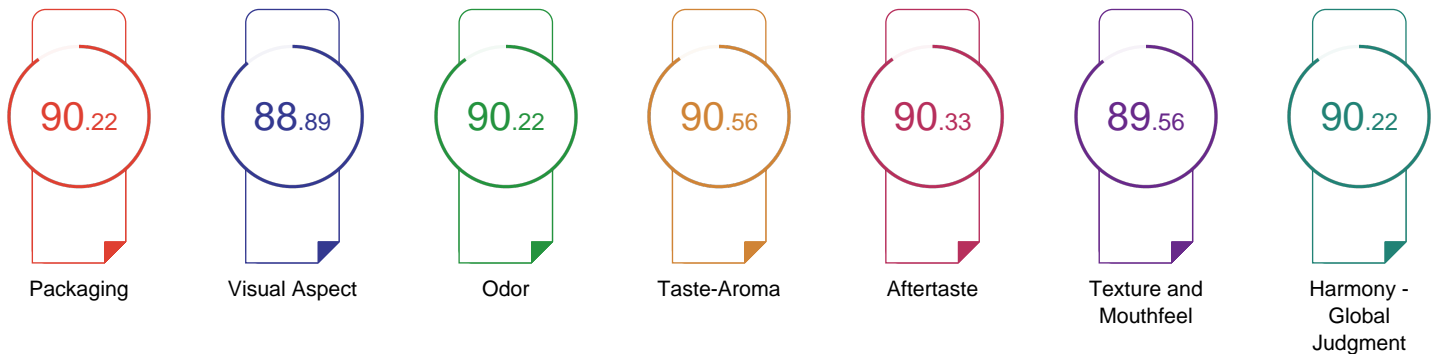


Enshuichi - canned has been granted a GRAND GOLD AWARD by the Jury of the 57th World Selection 2018 of Food Products



Evaluation criteria

The quality of Enshuichi - canned has been evaluated by a panel of independent and renowned experts according to a very precise methodology and criteria. The results are:



Each product category has its own evaluation sheet with specific quality criteria weighted according to the evolution of the consumer's expectations and the recommendations of the scientific board of Monde Selection.

MONDE SELECTION®

SENSORY ANALYSIS REPORT

Enshuichi - canned

Ishikawaen Co., Ltd

The final result corresponds to the weighting of the points given to a set of precise organoleptic criteria:



Packaging:

90.22

- The packaging was easy to open and use.
- The Jury appreciated the high-end elegance of the triple packaging: cardboard, tin can and alu sachet.
- The design was qualified as classy and the gold color of the tin as luxurious.
- The tea came in a alu sachet to preserve optimal freshness.

Visual Aspect:

88.89

- The colors and density of the tea in the cup were truly appreciated.
- The brilliance of the product was qualified as really shiny and that was truly appreciated.
- The Jury was pleased with the grinding of the tea.
- The Jury was delighted by the beautiful needles of the tea leaves.

Odor:

90.22

- The delicacy of the tea was highly appreciated.
- The nose was rich, full and powerful.
- Herbal aromas delighted the Jury members.

Taste-Aroma:

90.56

- The bitterness was judged well balanced, it was not too strong.
- The herbal aromas were clearly perceived on the palate.

Aftertaste:

90.33

- The length in mouth was good, the aromas of the product were lasting for a good amount of time.
- The tea left a freshness feeling in the mouth.

Texture and Mouthfeel:

89.56

- The texture was qualified as balanced by the experts.
- The Jury enjoyed the silky texture.

SENSORY ANALYSIS

Monde Selection sensory analysis helps you to position your products against international standards. The analysis takes into account the intrinsic quality of the product using international standards (ISO 5492:2008) including taste, aspect, odor, texture and other relevant organoleptic criteria. Moreover, parameters such as the clear information, ease of use, utilisation notice... are also essential for a fair and global analysis.

Monde Selection endeavours to follow developments in legal prescriptions, guidelines of Codex Alimentarius, food industry trends, opinions of professional organisations and developments in scientific data. Our evaluation criteria may therefore be revised on a regular basis to meet the evolution of these standards and the consumers expectations.



QUALITY CHARTER

GLOBAL EXPERIENCE

Our institute has in 50 years time acquired a unique knowledge in the culinary, health and beauty culture of countries all over the world. The quality evaluation methods and process have constantly been evolving depending on this long experience.

INTERNATIONAL EXPERTISE

Each year, Monde selection's jury experts evaluate independently the quality of more than 2,500 products coming from over 80 countries. Their world-wide experience guarantees a good knowledge and fair evaluation of each product.

SCIENTIFIC & LEGAL

Besides the overall analysis of the quality of a product, Monde Selection verifies the way it abides with the international health and nutrition labelling regulations. All the commercial claims will have to be adequate, appropriate and substantiated by scientific evidence.

IMPARTIAL & INDEPENDENT

In order to guarantee an impartial assessment, our jury members and board of scientific experts fill in the evaluation criteria in a strict independent way. All are qualified professionals carefully chosen for their ability and integrity.



QUALITY LABELS

Products having obtained a final result of minimum 60% are awarded a quality label by the juries of Monde Selection. This label allows your company to demonstrate the excellent quality of your products in a neutral and professional manner.



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



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



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



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

