



# PRODUCT EVALUATION REPORT





## Ishikawaen No Matcha 'Chushiro'

Ishikawaen Co., Ltd

Ishikawaen No Matcha 'Chushiro' has been granted a

**GOLD AWARD**

by the Jury of the 58th World Selection 2019 of Food Products



« An elegant and delicate matcha tea. »

Monde Selection July 2019

The quality of Ishikawaen No Matcha 'Chushiro' has been evaluated by a panel of independent and renowned experts according to a very precise methodology and criteria. 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.



## Ishikawaen No Matcha 'Chushiro'

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

### Packaging:

85%

- The Jury appreciated the simplicity and elegancy of the label of the packaging.
- The material used was good and well chosen.

### Visual Aspect:

85%

- The color of the tea was appreciated by the Jury for its intensity.
- The Jury appreciated the intense green hue of the product.
- The tea was bright enough.

### Odour:

86%

- The delicacy of the aromas released from the product delighted the Jury members.
- The nose detected pleasant vegetal and herbaceous aromas.

### Taste & Aromas:

85%

- The palate was frank with a well balanced vegetal taste.
- The good vegetal taste contributed to the character of this tea.
- The palate was harmonious with a good balance between each flavour. the product was appreciated for its typicity.
- The taste was judged delicate by the experts

### Aftertaste:

85%

- The pungency was well balanced and controlled at the end of the tasting.
- The length in mouth was good, the aromas of tea were lasting for a good amount of time.

### Texture & Mouthfeel:

85%

- The roundness was nice, the product had a good fullness in mouth.