



## **Product Evaluation Report**

**Premium Water Minamiaso 12L**

**Premium Water Co., Ltd.**



**Obtaining 2 Golden Stars  
88,4% iTQi Tasting Score**

**Brussels, August 2018**

## **The iTQi Tasting Methodology**

iTQi is the world leading organization offering food and drink product evaluation by professional taste experts. We have tested more than 10.000 products over the years across 600 categories. We have a deep commitment to impartiality and fairness. To ensure objectivity of evaluation, all tests are conducted using a blind tasting methodology.

### **The Jury**

- This product has been tested by a panel of professional taste experts, members of the best European Chef & Sommelier Associations (detailed list on [www.itqi.com](http://www.itqi.com)). The experts have been selected based on their sensory analysis expertise and their international experience.
- The experts are evaluated each year by iTQi.

### **Product preparation & presentation**

- This product has been prepared and served according to a precise protocol strictly respecting the producer preparation and serving instructions.
- In case of doubt about correct preparation (serving temperature, cooking time...), the product is prepared again and re-tested. Jury members are briefed to immediately flag any doubt on the preparation and to request a new preparation if need be.
- To preserve the jury members' evaluation capability over the course of the day, a maximum of 35 products are evaluated per day, following a specific predetermined product category order.

### **Tasting method: Sensory Analysis**

- Products are blind tested: as they sample, the tasters are carefully kept unaware of the brand name, of the name of the producer and of the origin of the product. They only receive a short description of the product category. All products are presented in standardized transparent or white china. This methodology ensures that any bias or preconceived opinion about a particular food or beverage is avoided.
- Each expert evaluates and scores the product on his/her own, in complete silence and without communication with other panel members.
- Product evaluation is done according to the 5 criteria of the International Hedonic Sensory Analysis Method:
  1. First Impression
  2. Vision
  3. Olfaction
  4. Taste
  5. Texture (Food) / Final sensation (Drinks)
- Each product is evaluated on its own merits. It is not a competition. iTQi's taste experts evaluate each product compared to their expectations for the relevant category.

### **Scoring method**

- The jury scores the product on each of the 5 Sensory criteria. An electronic tablet is used by each expert to capture the scores and the comments.
- The score of each criteria corresponds to the average score of the jury panel for this criteria.
- The total product score is the result of a weighted average calculation. The important First Impression criteria weighs 50% of the total mark.



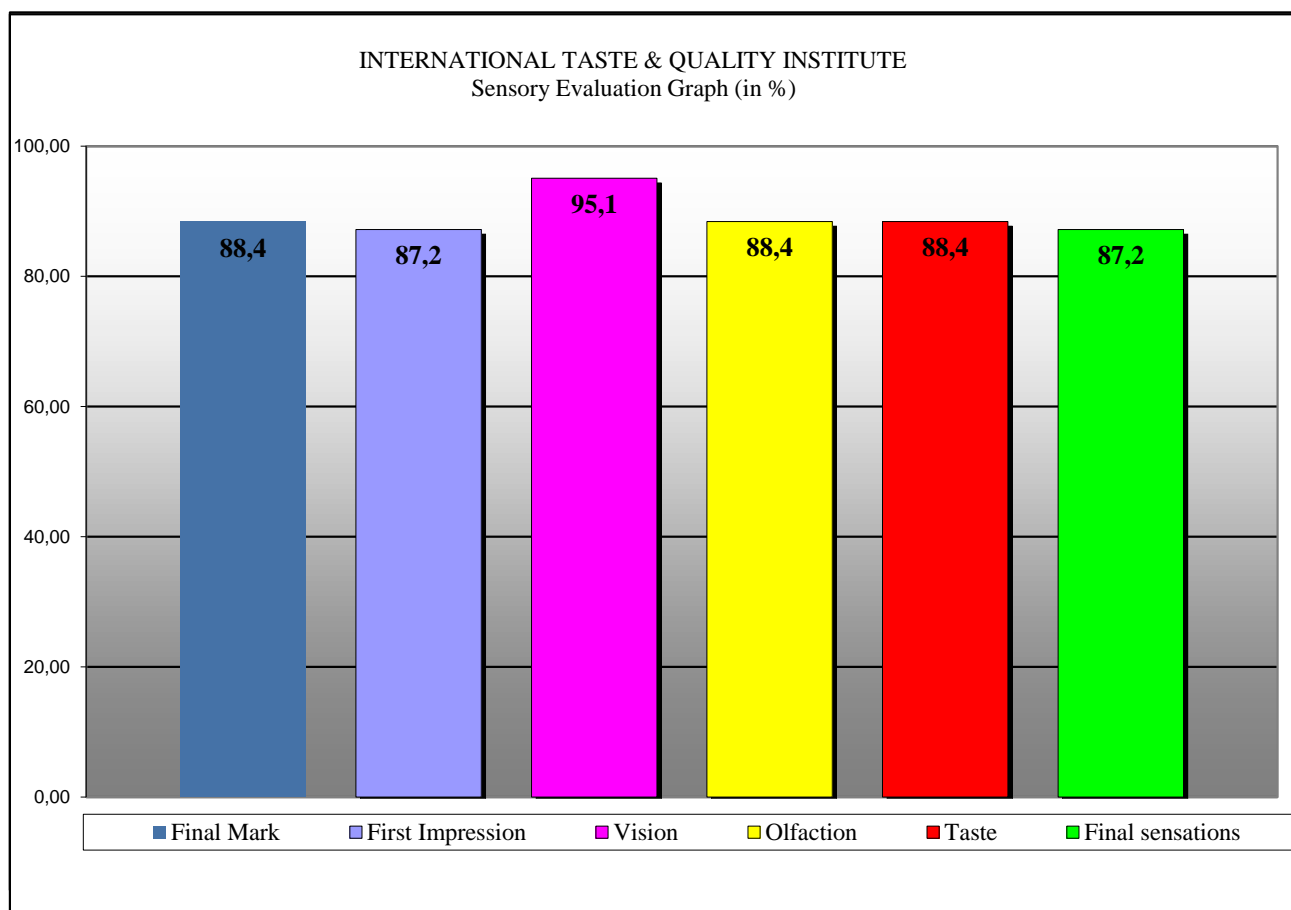
## Product Evaluation Sensory Results

Product : **Premium Water Minamiaso 12L**

Producer : **Premium Water Co., Ltd.**

iTQi Score : **88,4 %**

2018 Award: **2 Golden Stars**



The Final Mark is the result of a weighted average calculation

Eric de Spoelberch  
Managing Director

Laurent van Wassenhove  
Managing Director



## Summary of Comments from the iTQi Jury

Product : **Premium Water Minamiaso 12L**

Producer : **Premium Water Co., Ltd.**

iTQi Score : **88,4 %**

2018 Award: **2 Golden Stars**

- Beautifully clean, crystal-clear water.
- Neutral, fresh aromas on the nose. Very stimulating and tempting.
- A light saline sensation is observed on the palate. The water is fine and elegant, with a good freshness and minerality. Very pleasant and balanced in the mouth, with a nice acidity.
- Short, refreshing finish with a slightly dry end.
- Overall, a very good product that needs little improvement.

Eric de Spoelberch

Laurent van Wassenhove  
*Managing Director*



## Summary of Suggestions from the iTQi Jury

Product : **Premium Water Minamiaso 12L**

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2018 Award: **2 Golden Stars**

- Although this is an impressive product, consider making it a little fresher with a more persistent aftertaste.

Eric de Spoelberch  
*Managing Director*

Laurent van Wassenhove  
*Managing Director*



## Appendix

### **Sensory Analysis criteria description**

#### **First Impression**

refers to a first taste sensation before starting the systematic analytical evaluation of the product. It is an important factor in the overall hedonistic sensory experience.

#### **Vision**

refers to the visual aspect of a product. It should be pleasing and consistent with the visual aspects associated to the category. The visual inspection provides information about the physical structure of the product like the colors, the homogeneity, the shape, the size, the density, the crust..

#### **Olfaction**

is the sense responsible for odor perception. The sense of smell is the major contributing sensory system in the perception of food aromas and of volatile flavors.

#### **Taste**

is a multi-sensory human experience and has a major role in determining the acceptability of foods and beverages. The perception of flavor is really the result of a sensory processing of stimuli starting before a substance touches your tongue and continuing after it has been swallowed.

#### **Final Sensation**

refers to sensations still present after the food or the drink has been swallowed; they can be lingering tastes or mouth-feels.