



International Taste Institute

Product Evaluation Report, Brussels 2019

Premium Water Kita Alps 12L

Premium Water inc.





**International
Taste Institute**

Sensory Analysis Results

Premium Water Kita Alps 12L

Premium Water inc.

Total Score

90.9%

Award



Sensory Evaluation

Total Score	<div><div></div></div>	91%
First Impression	<div><div></div></div>	91%
Vision	<div><div></div></div>	95%
Olfaction	<div><div></div></div>	93%
Taste	<div><div></div></div>	87%
Final sensations	<div><div></div></div>	87%


Eric de Spoelberch
Managing Director

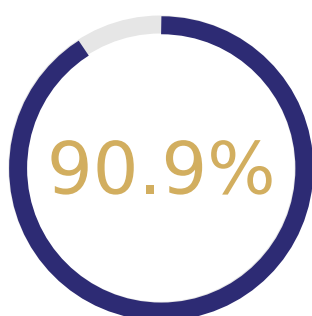

Laurent van Wassenhove
Managing Director



Comments & suggestions from the Jury

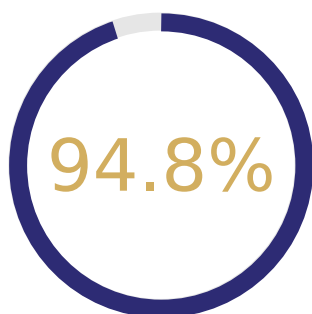
Premium Water Kita Alps 12L

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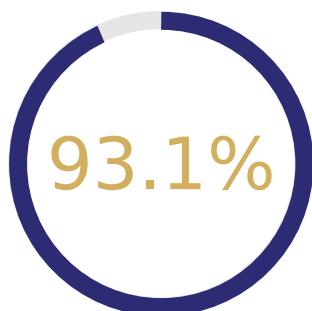
General comment

- Overall, an excellent product with lots of minerality and a remarkably soft texture.
- This water is cool and refreshing, waking up the taste buds whilst transmitting sensations of absolute purity.
- Very well balance, with pleasant notes of freshness that remain even after swallowing.



Vision

- Superb appearance - perfectly clear and bright, with a lovely sheen and luminosity.
- Brilliant, colourless and fluid with shimmering notes.



Olfaction

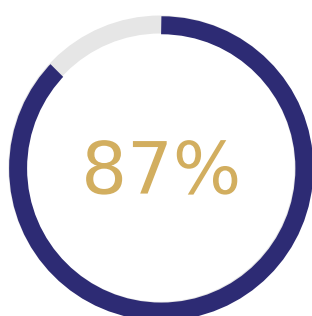
- Neutral profile with a refined purity and minerality.
- Subtle and delicate mineral notes of wet granite.
- Clean and healthy with no off-putting aromas.



Comments & suggestions from the Jury

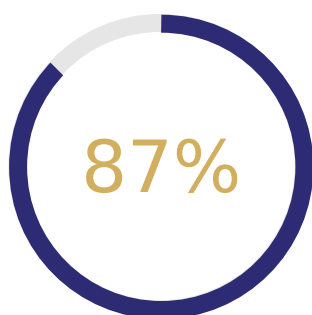
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Taste

- Very rich and smooth on the palate, with a good level of moisture and sapidity on the mid palate.
- The gustatory perception is delicate, with subtle savoury notes well balanced with more acidic, fresh sensations.
- A medium-strong water will all elements working well together.



Final sensations

- The finish is nourishing and fairly long lasting, leaving a clean palate with a slightly dry sensation.
- A touch of bitterness is present on the final.



Comments & suggestions from the jury

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Premium Water inc.

Suggestions about the product

- This is a very impressive product with little room for improvement. However, try to soften the touch on the palate and work on the bitterness on the finish, as it currently leaves a slightly drying sensation in the mouth.
- More character in the nose would be welcome, to reflect the excellent minerality in the mouth. A touch more acidity could bring even fresher aromas.
- Consider ultrafiltration or reverse osmosis to remove any nitrates and make this product even more appealing.

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.