



# International Taste Institute

Product Evaluation Report, Brussels 2020

Premium Water Minamiaso 12L

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Premium Water Co., Ltd.



International Taste Institute

105A rue Colonel Bourg 1140 Brussels, Belgium | [www.taste-institute.com](http://www.taste-institute.com)



**International  
Taste Institute**

## Sensory Analysis Results

Premium Water Minamiaso 12L  
Premium Water Co., Ltd.

Total Score  
**88.9%**

Award



### Sensory Evaluation



  
**Eric de Spoelberch**  
Managing Director

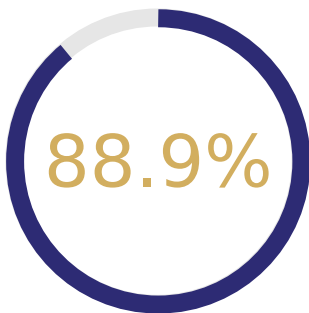
  
**Laurent van Wassenhove**  
Managing Director



## Comments & suggestions from the Jury

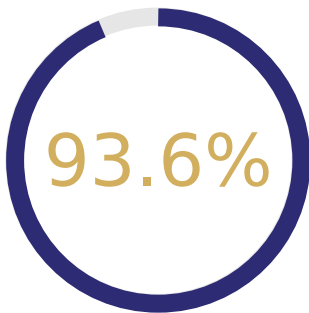
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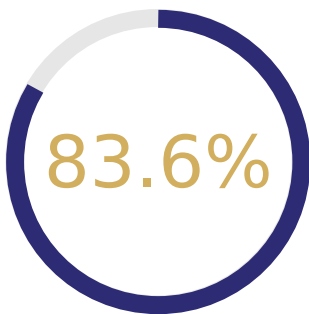
### General comment

- Overall, this is a very good product with a long, full taste and a slightly drying sensation at the end of the mouth.
- A smooth, pleasant water with a refreshing character and a well-balanced minerality.
- An impressive product that is well suited for use in restaurants.



### Vision

- Excellent visual appearance with a beautiful clarity.
- Bright, shiny-looking water with no visible gas or sediment.
- A pure, clean liquid with very little fat. Very positive visuals that make you want to take a sip.



### Olfaction

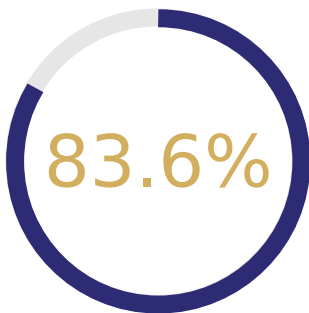
- The nose is pleasant and inviting, with fairly neutral aromas.
- Clean, discreet nose with a hint of salinity that adds freshness.
- Aromas are in line with expectations for this type of product, although the nose could be a little more expressive.



## Comments & suggestions from the Jury

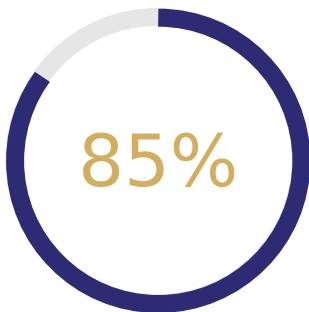
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### Taste

- Pleasant, refreshing taste with a subtle bitterness and low salinity.
- The attack is smooth and there is a well-balanced minerality.
- The taste is quite full and there is a slightly drying sensation at the end of the mouth.



### Final sensations

- Pleasant finish with good continuity of taste. A hint of dryness is felt at the end of the mouth.
- The final is very refreshing and persists for a long time in the mouth.
- Positive final sensations that are characteristic of a gastronomic water.



## Comments & suggestions from the jury

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### Suggestions about the product

- Although this is a very good product, it could be improved by increasing the salinity slightly to give it more power.
- Consider reducing the carbonic notes to make this water even more refreshing.



## 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

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### 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.