



Product Evaluation Report, Brussels 2023

OolongTea

The Tea Company



"An excellent tea with delicate floral notes of chamomile and acacia. A honeyed sweetness and subtle hints of citrus."

International Taste Institute

105A rue Colonel Bourg 1140 Brussels, Belgium | www.taste-institute.com



Sensory Analysis Results

Total Score

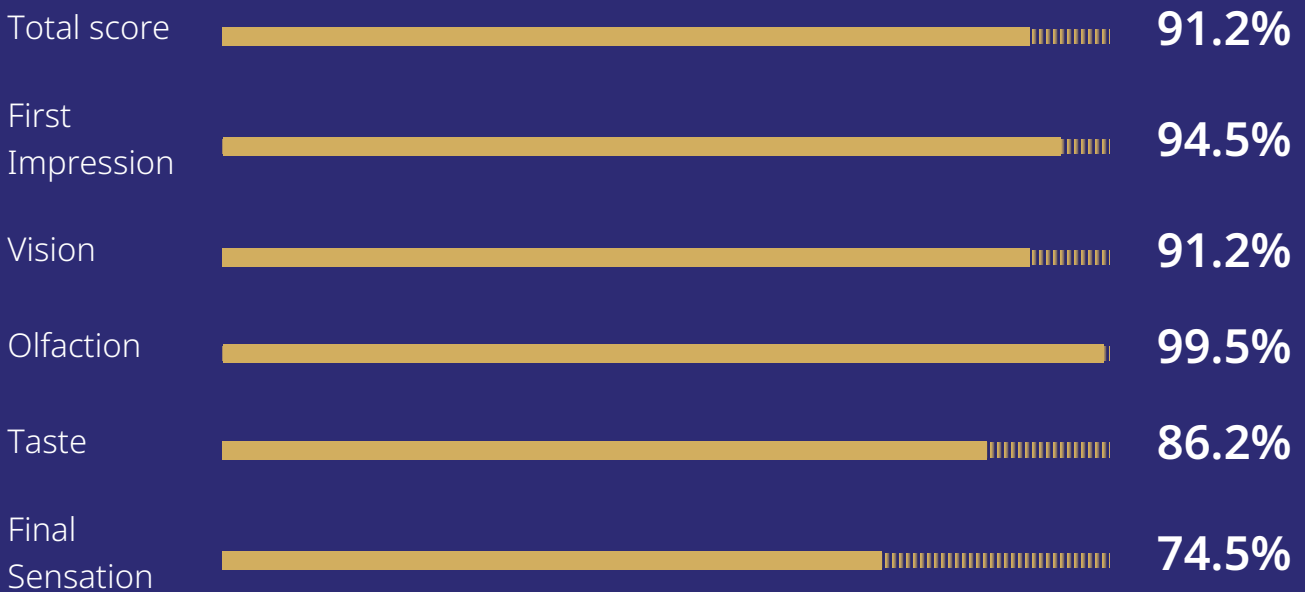
91.2%



Award



Sensory Evaluation



Eric de Spoelberch
Managing Director

Laurent van Wassenhove
Managing Director

Comments & suggestions from the Jury



General comment

- Overall, this is a fantastic product with a beautiful golden colour and pretty green reflections in the glass.
- A light, refreshing Oolong tea that is versatile and easy to drink. The taste is earthy and vegetal, with some floral notes.
- A high-quality product that would be even more appealing with a little more intensity and persistence at the end of the mouth.



Vision

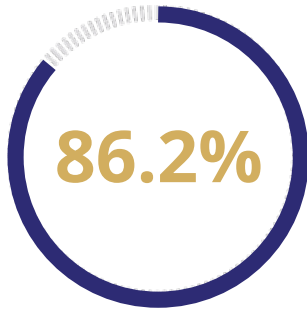
- This tea has a stunning visual appearance, with a hypnotic golden colour that suggests a high-quality product.
- This product is perfectly transparent, with no visible sediment in the glass. Some pretty green tones add character.
- The visual is excellent and fills you with confidence. A bright, inviting tea that reflects the light beautifully.



Olfaction

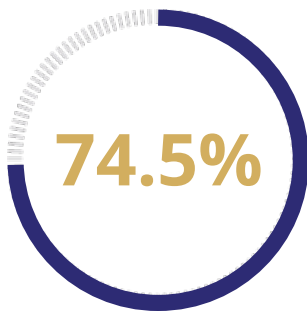
- The aromatic bouquet is outstanding, with aromas of asparagus, fennel leaf, grass and a hint of lemon.
- Some floral notes of chamomile and acacia honey are also present on the nose, which adds a welcome hint of sweetness.
- The nose evokes memories of grassy meadows in spring, and the complex aromatic notes are perfectly balanced.

Comments & suggestions from the Jury



Taste

- This tea has an earthy, vegetal taste that is balanced out by more subtle flavours of chamomile and acacia.
- The taste is fairly astringent, which is typical of this type of tea. The herbal flavours are refreshing, and a touch of lemon is also present.
- This tea is very enjoyable to drink, although the aromatic nuances found on the nose do not come through fully on the palate.



Final Sensation

- The finish is generally good, with a light to medium intensity that fades fairly quickly.
- The astringency continues to the end of the mouth, which leaves the palate feeling a little dry.
- This tea has a pleasant aftertaste with vegetal undertones, although a bit more power and persistence would enhance it further.

Suggestions about the product

- This is an excellent product with little room for improvement. However, some more aromatic nuances of flavour on the palate could make this tea even more appealing.
- A slightly more intense flavour and a bit more persistence on the finish would enhance this product even more.



Specific Questions for the Jury

Question

1 - Would you agree we can say that this tea has delicate floral notes, honeyed sweetness, and a balanced astringency?

2 - Do you pick up any citrus notes?

3 - Would you agree this tea would pair nicely with chocolate and if yes, why?

Jury's answer

- Yes, this tea has some delicate floral notes of chamomile, acacia honey and white flowers.
- The astringency is generally very well balanced, although it does leave the mouth feeling a little dry on the finish.
- Yes, there is a touch of lemon on the nose. It is also present on the palate, but it is more difficult to detect there.
- The citrus note is very subtle, and the vegetal and floral notes are more prominent in this tea.
- Yes, this tea would be a great choice for pairing with chocolate. The taste of the tea is relatively light, which means that it wouldn't overpower the flavour of the chocolate.
- The natural astringency of the tea will cut through the richness of the chocolate, providing a refreshing and satisfying tasting experience.

Pairing suggestions

- Duck breast with roasted squash: The roasted skin of the duck and the squash will reinforce the potency of the tea. The flesh of the duck will bring texture and the sweetness of the squash will create balance.
- Dry biscuits or desserts based on meringue: The slightly bitter note of the tea and its tannins will balance out the sweet, fatty characteristics of the desserts.
- Salad with lightly grilled chicken, pine nuts and bacon: The slightly grilled tone of the chicken and the toasted pine nuts strengthen the flavour of the Oolong. The saltiness of the bacon serves to highlight all of the other flavours.
- Cinnamon caramel tart: The slightly spicy taste of the cinnamon will add a wonderful new flavour dimension to the tea.
- Nigiri sushi of white fish served with a touch of wasabi: The umami flavours of this dish highlight those of the tea, whilst the light spiciness of the wasabi would warm the throat.



The Jury



The world most professional jury of taste experts

- Our jury is composed of more than 200 professional taste experts, who are members of the most prestigious chef and sommelier associations.
- But membership in an association alone doesn't qualify them. Each jury member is carefully selected based on their tasting experience; they've been spotlighted by chef and sommelier competitions or top institutions such as Le Guide Michelin and Gault & Millau.
- Hailing from over 20 countries, Taste Institute jury members are all external and independent. Their knowledge of taste and their ability to provide relevant feedback is constantly evaluated and monitored by our tasting committee.

Our partner Chef & Sommelier Associations



Testing Methodology

Blind tasting, for truly objective evaluations



- Our strict tasting process is performed blind and in complete silence. Our chefs and sommeliers know nothing ahead of time about the product being tested, except for its category.
- Jury members never make subjective or snap judgments, nor do they speak to each other during the tasting process. Instead, they provide thoughtful feedback and advice based on their deep experience with taste. Each product is evaluated in accordance with the 5 International Hedonic Sensory Analysis criteria (AFNOR XP V096A standards) – first impression, vision, olfaction, taste and texture (for food) or final sensation (for drinks).
- Product samples are never compared with each other; they are always evaluated based on their own intrinsic characteristics.

Prepared, presented, and served with care



- Natural lighting and standard transparent or white chinaware: every product is presented to the jury member in the same way, ensuring a consistent analysis process. The serving protocol we follow is highly precise and always respects the producer's preparation and serving instructions.
- We reserve the right to work with accredited laboratories to test the physical and chemical components of product samples. We do this to make sure that the quality of the sample matches the quality of the product available to the consumer.

Sensory Criteria Definition



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 product.
- This score has an important weight in the total score calculation.



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 those normally associated to the category.



Olfaction

- Aroma of food & drinks are evaluated. 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 factor for many food products. For example it includes elements like 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.