



International  
Taste Institute

# 國際風味評鑑所 International Taste Institute



Wei- Ting Chen 陳曉婷 臺灣市場顧問



# Agenda

- ITI 國際風味評鑑所與風味絕佳獎章之簡介
- 行銷素材包
- Q&A

# 兩分鐘了解產品評鑑旅程



連結: [https://www.youtube.com/watch?v=wUPDQ1XbI\\_8](https://www.youtube.com/watch?v=wUPDQ1XbI_8)

# 關於國際風味評鑑所 International Taste Institute

ITI專注於消費性食品、飲品的感官分析並採用盲測評鑑確保客觀、公平的結果。  
自 2005 年以來，我們已評鑑來自 100 多個國家的逾20000件產品。

我們的邀集食品界最具權威的評審團，包含米其林星級主廚、各國御廚及最佳侍酒師等陣容。  
業界頂尖的評審團，加上嚴謹、客觀的盲測評鑑流程，讓我們享有「**食品界的米其林**」之美名。

評審團陣容: <https://www.taste-institute.com/ct/jury>

ITI 官網: <https://www.taste-institute.com/ct/home-b>



# 關於 International Taste Institute

查看完整評審團陣容與簡歷: <https://www.taste-institute.com/ct/>

我司精心挑選業界頂尖的評審陣容，包括米其林星級主廚及侍酒師、各國御廚(如法國總統/英國皇室之御用廚師)及各國侍酒師大賽冠軍(包含西班牙/葡萄牙/義大利...等國之最佳侍酒師)。



Alan Coxon  
UK



Ferran Centelles Santana  
Spain



Michael Vanderhaeghe  
Belgium



Julie Dupouy  
Ireland



Maria Lo Gómez  
Spain



Antoine Lehebel  
Belgium



Michel Blanchet  
France



Carles Aymerich Pastallé  
Spain



Pascal Niau  
France



Gabi Lucas  
Spain



Bernard Vaussion  
France



Mathieu Vanneste  
Belgium



Yves Delplace  
France



Niels Toase  
Luxemburg



Cristina Figueira  
Spain



Fabrice d'Hulster  
Belgium

(\*食品由主廚評鑑，飲品由侍酒師評鑑)



## 關於風味絕佳獎章 Superior Taste Award

評審將針對您產品的五個面向進行盲測評鑑，並給於感官評鑑分數。  
評審將不會知道產品的**品牌**、**包裝**、**產地**，確保所有產品有公平立足點。  
若產品得到70分以上，方可在獎項中摘星。

歷年獲獎產品：<https://www.taste-institute.com/ct/awarded-products/superior-taste-awards>



第一印象



味覺



表現卓越的產品  
評分 90% 以上



視覺



餘韻 \*飲品



表現優異的產品  
評分在 80% - 90% 之間



嗅覺



質地 \*食品



表現良好的產品  
評分在 70% - 80% 之間



International  
Taste Institute

# 評鑑報告- 獲得米其林星級評審的點評



OolongTea  
The Tea Company

## Sensory Analysis Results

Total Score  
**91.2%**



Award  
★ ★ ★

### Sensory Evaluation

Total score	91.2%
First Impression	94.5%
Vision	91.2%
Olfaction	99.5%
Taste	86.2%
Final Sensation	74.5%

  
**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.

基本報名費用包含之分數性報告

評審團的回饋與建議 (加購服務)

[點此查看完整範例: 評鑑報告範例\\_tea](#)

# 行銷素材包

## 獎章圖檔



## 獲獎影片



## 獲獎證書



連結: <https://www.facebook.com/watch/?v=434237501888717>



## 評鑑照片庫



## 獎牌/立牌/桌旗/貼紙



\*70分以上產品，能夠獲得所有行銷素材包內容，不會收取額外費用



International  
Taste Institute

# 如何參與ITI評鑑

# 評鑑參與流程與時程



## 風味絕佳獎章 2024 年度流程日曆

註冊截止日期	秋季	春季
飲品	2023年11月23日	2024年3月8日
食品	2023年11月23日	2024年4月12日
★ 獲取評鑑結果和證書	2024年 1月	2024年 6月



# 評鑑費用包含之服務

1. 高雄集貨倉至評鑑地點之空運/報關/報稅(您僅需寄至高雄)  
\*\*低溫品須自行寄送 運費另計 可與ITI配合物流接洽:[低溫樣品寄件指南](#)  
\*\*含豬肉與酒精成分之低溫品 目前無法收件
2. 評審團之感官評鑑分數報告 \*\*另可加購文字性的[評審回饋](#)
3. 風味絕佳獎章之**全球授權** (70分以上產品能夠摘星)
4. 所有線上及線下行銷素材  
([獎章圖檔](#)/[評鑑照片](#)/[客製化影片](#)/[證書](#)/[獎牌](#)/[立牌](#)/[桌旗](#))
5. 授權「**三年**」使用該獎章



International  
Taste Institute

Q&A



International  
Taste Institute

誠摯邀請您的優質產品參加風味評鑑

報名網址: <https://www.taste-institute.com/ct/home-b>

您可以在[此處](#)找到報價資訊

也歡迎透過連結 <https://lin.ee/JYqXcgy> 加入官方Line: @taste-institute 隨時與我聯繫。

International Taste Institute  
Rue Colonel Bourg 105 A  
B - 1140 Evere – Brussels  
+32 2 372 34 22  
[info@taste-institute.com](mailto:info@taste-institute.com)  
[www.taste-institute.com](http://www.taste-institute.com)

