

PRESS RELEASE

Contact: Eric de Spoelberch +32 2 372 34 22 eric@taste-institute.com

The International Taste Institute publishes the much-awaited results of the 2019 TASTE evaluation of thousands of consumer food and drink products from nearly a hundred countries.



Brussels, Belgium, June 3rd, 2019: The International Taste Institute (formerly iTQi), the leader in TASTE evaluation and certification unveils the results of its 2019 evaluations of consumer Food & Drink products.

Over the years, the Institute has tested over 15,000 products. This year, 1885 products were certified: the awarded products are visible on the International Taste Institute's website <https://www.taste-institute.com>.

The awards are distributed as follows:

- 21 products were awarded the **Diamond Award**
- 79 received the **Crystal Award**
- 3 Stars:** 352 awarded
- 2 Stars:** 1,020 awarded
- 1 Star:** 513 awarded

"Almost 200 prestigious Chefs and Sommeliers just came together to give objective and professional feedback to producers on the TASTE of their products" said Laurent van Wassenhove, Managing Director of the International Taste Institute, *"Chefs in famous institutions, Michelin-starred chefs, Best Sommeliers awardees, ...they all blind taste the products registered by producers: products with high gustatory scores receive the "Superior Taste Award"*.

Depending on the sensory analysis scores, certified products are granted the **"Superior Taste Award"** with one, two or three stars, similarly to the Michelin stars for gastronomy:

- **"Absolute Taste Award"**: 3 stars 20 times over 25 years
- **"Diamond Taste Award"**: 3 stars 7 times over 10 years
- **"Crystal Taste Award"**: 3 stars for 3 consecutive years
- **"3 stars"**: score over 90% - exceptional taste
- **"2 stars"**: score between 80 and 90% - remarkable taste
- **"1 star"**: score between 70 and 80 % - notable taste

Producers rely on taste evaluations by Chefs and Sommeliers to achieve the following:

- Get professional and objective feedback on the quality of their products for various reasons such as product innovation or quality monitoring.
- Obtain a certification, useful in their negotiations with retailers, distributors and importers.
- The Award is also a powerful differentiation tool in their marketing communications

An award ceremony will take place in Brussels on June 24th at the prestigious Théâtre Royal des Galeries.

About the International Taste Institute:

To demonstrate its focus on its mission, evaluating and certifying the TASTE of Food and Drink products, the Institute announces that it shortens its name from “International Taste & Quality Institute (iTQi)” to “**International Taste Institute**” and launches its new website <https://www.taste-institute.com> with a new visual identity:



The Institute’s jury is composed of prestigious chefs and sommeliers such as: Ferran Centelles, Head Sommelier at El Bulli Foundation, Manuel Jimenez, Best Sommelier of Spain 2017, Alain Nonnet with 2 Michelin stars for 36 years, Gaetano Raguni, Winner of Italy Bocuse d'Or 2017, Alan Coxon, British Ambassador for Food/Drink and BBC TV Chef presenter, or Cristina Figueira with 1 Michelin Star...

Products are analysed and scored following a strict, and neutral methodology. Products are tasted blind by a large panel of independent food and drink professionals who do not know the product brand name nor its origin as they taste it. In addition to the scoring, the chefs and sommeliers provide comments and suggestions for further product improvement.