



Questions & Claims Report

Olive Oil Oilives Company



“Yes, this olive oil could be used as a dressing in a variety of fresh and healthy salads.”

International Taste Institute

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



Specific Questions for the Jury

Question

1 - Would you agree we can say that this oil has a good balance of fruity, spicy, and bitter tones?

2 - Would you consider this olive oil ideal for use in salads?

3 - Would you consider using this olive oil for frying?

Jury's answer

- Yes, this oil has a pleasant balance of fruity, spicy and bitter tones. However, the spiciness is currently a little excessive.
- The bitterness is particularly well realised, while the fruitiness and spiciness could benefit from a slightly longer ageing process.
- Yes, this olive oil could be used as a dressing in a variety of fresh and healthy salads.
- This oil has a pleasant character that would add to the taste of the salad without overpowering it.
- Yes, this olive oil would be suitable for frying, as long as the temperature is controlled well during the process.
- This is a versatile, good-quality olive oil that is ideal for many different uses in the kitchen.



The Jury



The world most professional jury of taste experts

- Our jury is composed of more than 250 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; evaluated dimensions include: colour, shape, size, transparency, dullness, glossiness, presence of residues, ...
- The visual aspects should be pleasing and consistent with those normally associated to the category.



Olfaction

- The aroma of food & drinks is 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 perception of flavour.



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 Unami.
- 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.