



Pro Comments Report

100% Arabica beans The Coffee Company



"A well balanced coffee with round flavours and subtle nutty undertones."

International Taste Institute

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



100% Arabica beans
The Coffee Company

Sensory Analysis Results

Total Score

82.7 %

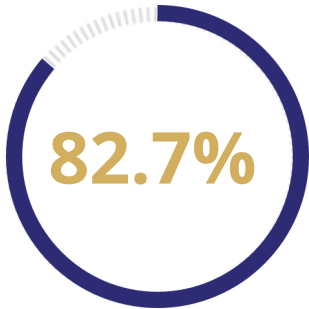
Sensory Evaluation

Total score		82.7%
First Impression		81.3%
Vision		86.9%
Olfaction		85.1%
Taste		82.6%
Final Sensation		81.9%


Eric de Spoelberch
Managing Director

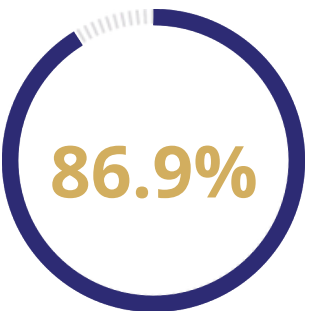

Laurent van Wassenhove
Managing Director

Comments & suggestions from the Jury



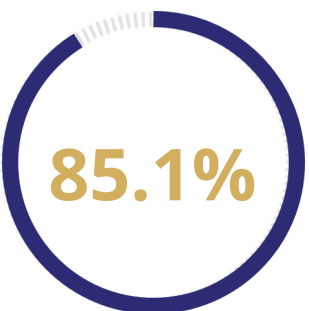
General comment

- Overall, this is a quality coffee bean that produces an inviting coffee with bold yet well-balanced flavors.
- The notes of hazelnut give this coffee a touch of refinement which would appeal to a wide range of palates.
- A high quality product which could benefit from a touch more acidity.



Vision

- The coffee bean is free from inconsistencies and appears smooth and oily on the surface. This suggests a high quality dark roasted bean.
- The coffee has a beautiful walnut hue that inspires confidence. The crema also has a beautifully rich colour.
- A pure visual appearance, from the bean to the brew.

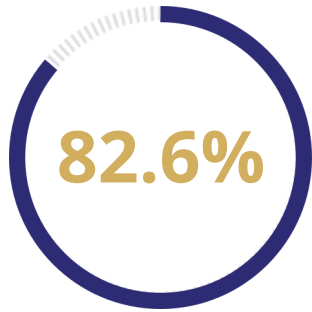


Olfaction

- This coffee's nose has character all while producing a calming effect.
- The olfactory experience that this coffee provides is what makes it clearly identifiable as a quality brew.
- Apart from the clear smell of a premium roast, the jury identified subtle notes of hazelnut.

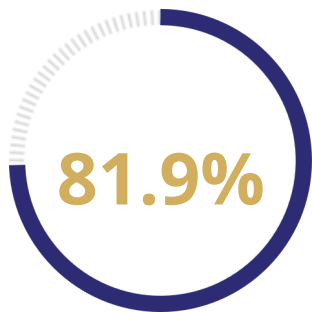


Comments & suggestions from the Jury



Taste

- This coffee's flavor is intense but also rather smooth and round on the tongue.
- The natural oils of the coffee beans can be perceived in the mouth and lend warmth to the flavor profile.
- This is a comforting coffee to drink. The nuttiness of its aromas can also be found on the tongue.



Final Sensation

- The final sensation is good, with no unpleasant or excessively bitter aftertaste.
- The distinctive flavors could be slightly more longlasting.
- An increase in acidity could help improve the final sensation and complexity of this coffee.

Suggestions about the product

- This is a superb product, with little room for improvement. However, an increase in acidity could improve the overall flavor and particularly the final impact of this coffee.
- Further roasting the beans may result in the desired outcome of a more intense aftertaste and hence improve the perception of this product's quality.



100% Arabica beans
The Coffee Company

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 Umami.
- 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.