



The “iTQi Superior Taste Award”, a stamp of quality in taste!

The “Superior Taste Award” is the only stamp of quality in taste granted by the area’s opinion leaders that are Michelin starred Chefs and Sommeliers.

The iTQi jury, regrouping 13 different nationalities, is composed of members of the most prestigious culinary institutions of Europe such as, the Maîtres Cuisiniers of Belgium and France, the Académie Culinaire de France, the Academy of Culinary Arts, Euro-Toques, the Federazione Italiana Cuochi, the Jeunes Restaurateurs d’Europe, the Asociaciones des Cocineros de España, the Verband der Köche Deutschlands as well as the Association de la Sommellerie Internationale (ASI) for drinks.

A star studded evaluation

Similarly to the famous Michelin guide of gastronomy, iTQi does not organise a competition but rewards products on their own merit. Only products having received a mark superior to 70% will be granted a « *Superior Taste Award* » of one, two or three golden stars.

- 1 golden star: overall mark in between 70 and 80 % : good taste
- 2 golden stars: overall mark in between 80 and 90% : remarkable taste
- 3 golden stars: overall mark equal to or over 90% : exceptional taste

Pleasure first !

During the tests, each product is individually blind tested according to a rigorous sensory analysis procedure.

Objectivity of the jury

All jury members simultaneously receive a product to be tested with the category of the product as only additional element of information. They are not aware of the provenance of the product nor do they see its packaging to ensure that there is no external influence and that they can concentrate fully on its gustatory and sensory aspects.

Approach of the tasters

The tasters are asked to evaluate the products as if they were in a family context rather than compare them to something to be served in their high-end restaurants.

Organoleptic Analysis Reports

Each tested product is the subject of a sensory analysis report for which criteria such as smell, vision, taste, after-taste, texture, etc. are very precisely considered by each member of the jury. They also make comments and suggestions for improvement of the product when applicable.

At the end of the process, iTQi draws up a detailed graph regrouping the different marks and communicates a summary of the comments and suggestions made by the Jury members to the participating companies. This information is very much appreciated by its recipients as it allows them to better understand the Jury’s verdict.

For more information, please visit our website www.itqi.com or contact Steve.Gibas@itqi.com