



## **Product Evaluation Report**

**Levantina Fish Mediterranean Sea Bass**

**Kimagro Fishfarming Ltd.**



**Obtaining 3 Golden Stars  
90,9% iTQi Tasting Score**

**Brussels, August 2018**

## **The iTQi Tasting Methodology**

iTQi is the world leading organization offering food and drink product evaluation by professional taste experts. We have tested more than 10.000 products over the years across 600 categories. We have a deep commitment to impartiality and fairness. To ensure objectivity of evaluation, all tests are conducted using a blind tasting methodology.

### **The Jury**

- This product has been tested by a panel of professional taste experts, members of the best European Chef & Sommelier Associations (detailed list on [www.itqi.com](http://www.itqi.com)). The experts have been selected based on their sensorial analysis expertise and their international experience.
- The experts are evaluated each year by iTQi.

### **Product preparation & presentation**

- This product has been prepared and served according to a precise protocol strictly respecting the producer's preparation and serving instructions.
- In case of doubt about correct preparation (serving temperature, cooking time...), the product is prepared again and re-tested. Jury members are briefed to immediately flag any doubt on the preparation and to request a new preparation if need be.
- To preserve the jury members' evaluation capability over the course of the day, a maximum of 35 products are evaluated per day, following a specific predetermined product category order.

### **Tasting method: Sensory Analysis**

- Products are blind tested: as they sample, the tasters are carefully kept unaware of the brand name, of the name of the producer and of the origin of the product. They only receive a short description of the product category. All products are presented in standardized transparent or white china. This methodology ensures that any bias or preconceived opinion about a particular food or beverage is avoided.
- Each expert evaluates and scores the product on his/her own, in complete silence and without communication with other panel members.
- Product evaluation is done according to the 5 criteria of the International Hedonic Sensory Analysis Method:
  1. First Impression
  2. Vision
  3. Olfaction
  4. Taste
  5. Texture (Food) / Final sensation (Drinks)
- Each product is evaluated on its own merits. It is not a competition. iTQi's taste experts evaluate each product compared to their expectations for the relevant category.

### **Scoring method**

- The jury scores the product on each of the 5 Sensory criteria. An electronic tablet is used by each expert to capture the scores and the comments.
- The score of each criteria corresponds to the average score of the jury panel for this criteria.
- The total product score is the result of a weighted average calculation. The important First Impression criteria weighs 50% of the total mark.



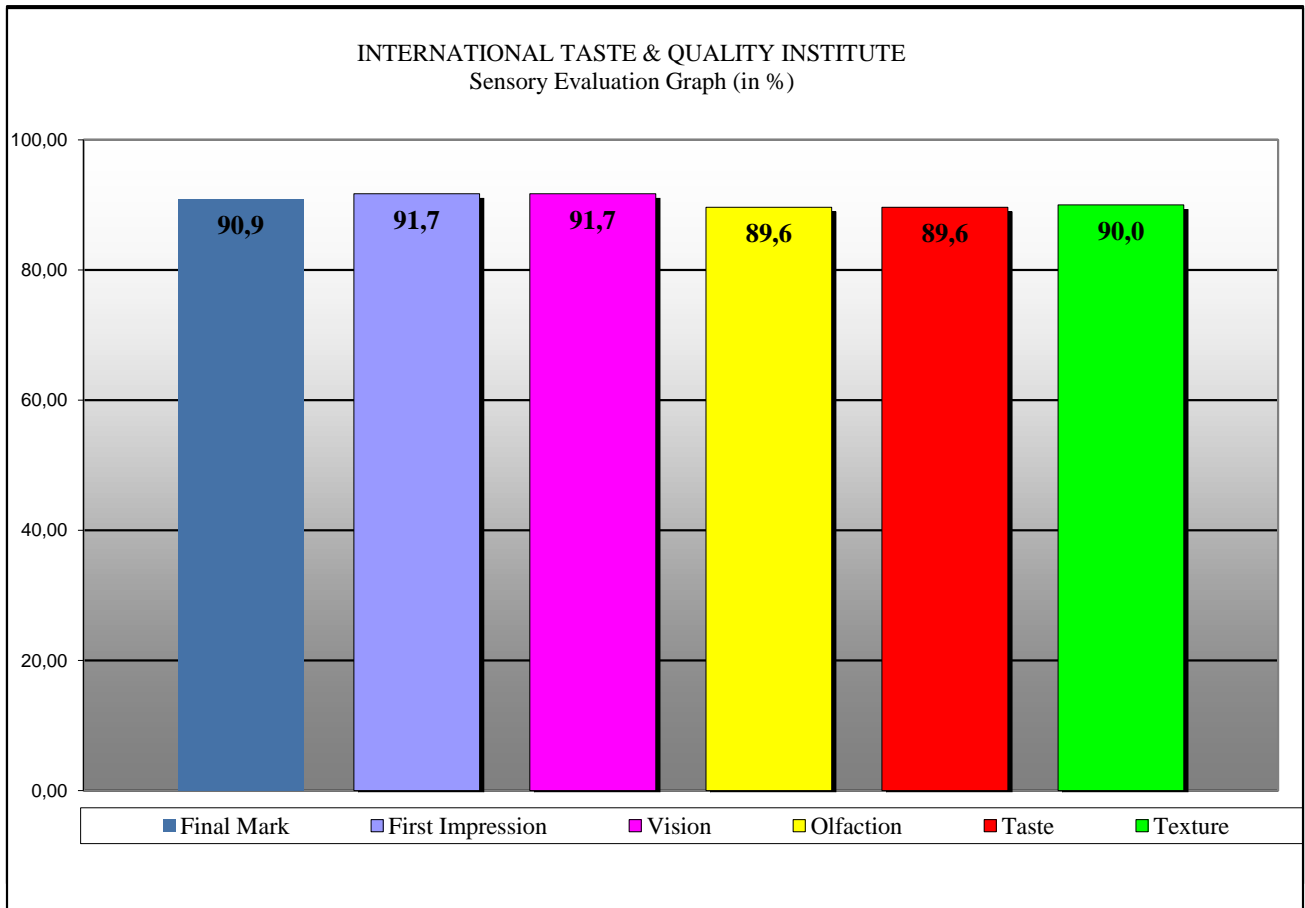
## Product Evaluation Sensory Results

Product : **Levantina Fish Mediterranean Sea Bass**

Producer : **Kimagro Fishfarming Ltd.**

iTQi Score : **90,9 %**

2018 Award: **3 Golden Stars**



The Final Mark is the result of a weighted average calculation

Eric de Spoelberch  
Managing Director

Laurent van Wassenhove  
Managing Director



## Summary of Comments from the iTQi Jury

Product : **Levantina Fish Mediterranean Sea Bass**

Producer : **Kimagro Fishfarming Ltd.**

iTQi Score : **90,9 %**

2018 Award: **3 Golden Stars**

- A beautiful-looking fish that is very appetising.
- Pleasant aromas of high-quality fish.
- Delicious fresh fish with an excellent flavour.
- Wonderful texture, with firm flesh and well-distributed fat.
- Overall, a very impressive, fresh-tasting product.

Eric de Spoelberch  
*Managing Director*

Laurent van Wassenhove  
*Managing Director*



## Summary of Suggestions from the iTQi Jury

Product : **Levantina Fish Mediterranean Sea Bass**

Producer : **Kimagro Fishfarming Ltd.**

iTQi Score : **90,9 %**

2018 Award: **3 Golden Stars**

- This is an excellent product with very little room for improvement. However, ensure that the water the fish is bred in is of a high quality in order to maintain the fresh taste of the product.

Eric de Spoelberch  
*Managing Director*

Laurent van Wassenhove  
*Managing Director*



## Appendix

### **Sensory Analysis criteria description**

#### **First Impression**

refers to a first taste sensation before starting the systematic analytical evaluation of the product. It is an important factor in the overall hedonistic sensory experience.

#### **Vision**

refers to the visual aspect of a product. It should be pleasing and consistent with the visual aspects associated to the category. The visual inspection provides information about the physical structure of the product like the colors, the homogeneity, the shape, the size, the density, the crust..

#### **Olfaction**

is the sense responsible for odor perception. The sense of smell is the major contributing sensory system in the perception of food aromas and of volatile flavors.

#### **Taste**

is a multi-sensory human experience and has a major role in determining the acceptability of foods and beverages. The perception of flavor is really the result of a sensory processing of stimuli starting before a substance touches your tongue and continuing after it has been swallowed.

#### **Texture**

is the sensation of food texture. It plays a crucial role in influencing consumers' liking of a product. This sensory experience could be associated for example with sensations of crunching and breaking, or with sensations of specific flow behavior for fluid foods and beverages, or with sensation of deformation of products, of deposits...