



Product Evaluation Report, Brussels 2024

# Culligan Water

Culligan Deutschland GmbH



*"This mineral water is refreshingly pure with a bright, clear appearance and a soft, subtly sweet finish."*

**International Taste Institute**

105A rue Colonel Bourg 1140 Brussels, Belgium | [www.taste-institute.com](http://www.taste-institute.com)



## Sensory Analysis Results

Total Score

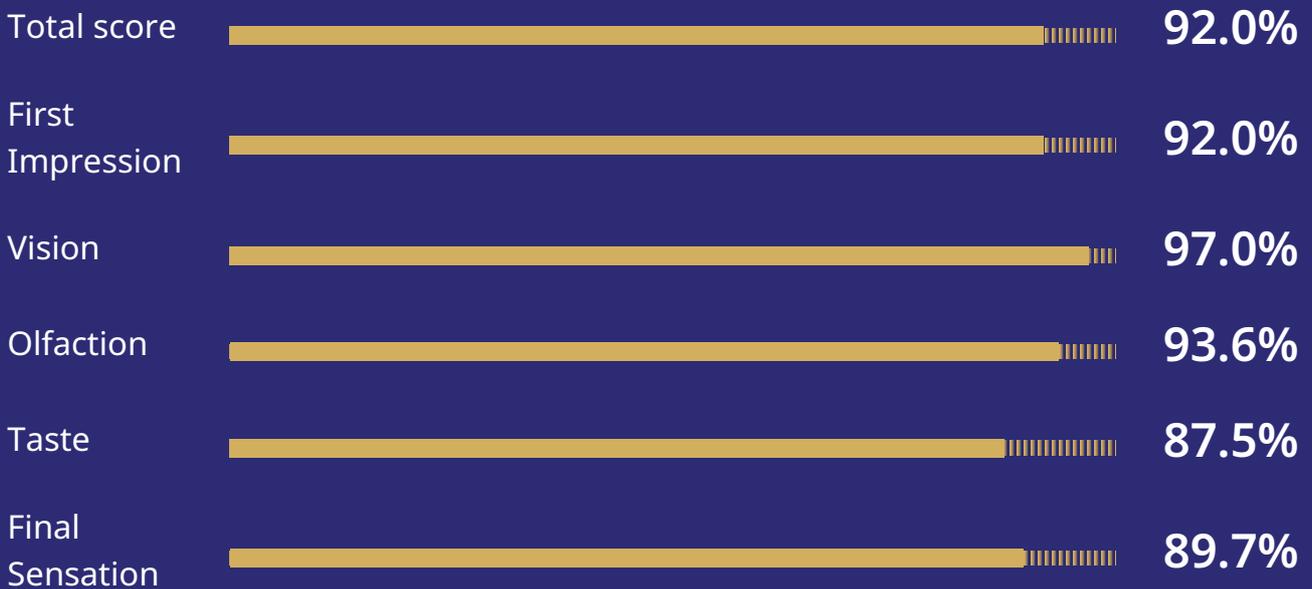
92.0%



Award



### Sensory Evaluation



**Eric de Spoelberch**  
Managing Director

**Laurent van Wassenhove**  
Managing Director

## Comments & suggestions from the Jury



### General comment

- Overall, this is an excellent product with a bright, transparent appearance, reflecting its high purity and quality.
- Its fresh, slightly mineral taste is refreshing and well-balanced, offering a subtle hint of wet stone.
- The finish is pleasantly soft and round, with a touch of sweetness and a delicate mineral aftertaste that lingers briefly, providing a clean and elegant mouthfeel.



### Vision

- The mineral water presents a crystal-clear appearance with a brilliant shine, devoid of any sediments, making it visually appealing.
- This product maintains a consistently bright and clear look, providing a visually pleasing experience.
- With its pure and luminous texture, the water exudes an overall sense of appeal and quality.



### Olfaction

- The mineral water presents a discreet and harmoniously balanced nose, evoking freshness without any dominant notes.
- Its subtle mineral aroma, reminiscent of wet stone, adds a touch of elegance to its neutral profile.
- Exhibiting a classic and pure nose, this mineral water offers faint mineral notes and discreet scents of sand and sea.

## Comments & suggestions from the Jury



### Taste

- The mineral water delivers a pleasant and refreshing taste, with a subtle sweetness.
- Its pure taste profile offers a balance of minerality and freshness, although some may find it a little lacking in complexity and strength.
- The mineral water exhibits good character with a slightly salty and bitter undertone.



### Final Sensation

- The mineral water concludes with a pleasing, rounded finish, imparting a sense of softness and suppleness.
- Its mineral-rich finish refreshes the palate, offering a feeling of purity and clarity.
- While the final impression is great, a little more persistence and depth of flavour could improve it further.

### Suggestions about the product

- This is an excellent product with little room for improvement. However, consider introducing a bit more freshness and acidity to enhance its appeal.
- Increasing the olfactory sensations and adding more minerality would provide a more powerful and satisfying finish.

## The Jury



### The world's most professional jury of taste experts

- Our jury is composed of more than 200 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; are evaluated dimensions such as: colour, shape, size, transparency, dullness, glossiness, presence of residues, ...
- The visual aspect should be pleasing and consistent with those normally associated to the category.



### Olfaction

- Aroma of food & drinks are 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 flavour perception.



### 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.
- The 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.