



Product Evaluation Report, Brussels 2026

# ΕΛΛΗΝΙΚΗ ΚΛΑΣΙΚΗ ΠΙΤΑ

Ziogas Bakery



*"This golden bread has a crisp exterior and fluffy centre with balanced sweet-savoury flavours for versatile enjoyment."*

**International Taste Institute**

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



## Sensory Analysis Results

Total Score

83.5%



Award



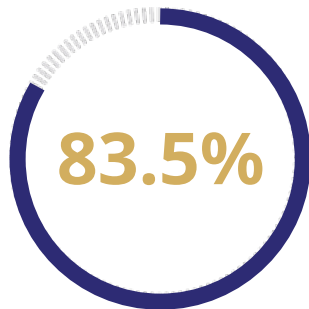
### Sensory Evaluation

|                  |                        |       |
|------------------|------------------------|-------|
| Total score      | <div><div></div></div> | 83.5% |
| First Impression | <div><div></div></div> | 82.8% |
| Vision           | <div><div></div></div> | 84.1% |
| Olfaction        | <div><div></div></div> | 82.9% |
| Taste            | <div><div></div></div> | 85.4% |
| Texture          | <div><div></div></div> | 84.1% |

  
**Eric de Spoelberch**  
Managing Director

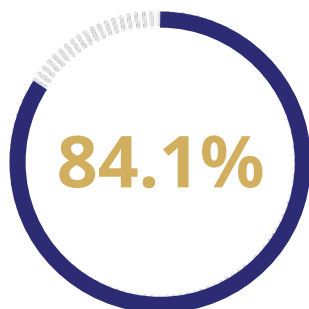
  
**Laurent van Wassenhove**  
Managing Director

## Comments & suggestions from the Jury



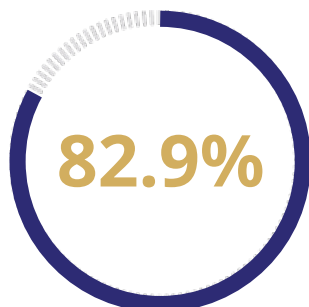
### General comment

- Overall, this is a very impressive product with delightful wheat flavours and crunchy yet fluffy textures that make it versatile for various uses.
- This bread has a crispy exterior and soft interior, offering an eye-catching golden colour and round shape.
- Although the inside texture could be refined, it remains a very appealing option thanks to its great balance of sweet and savoury flavours.



### Vision

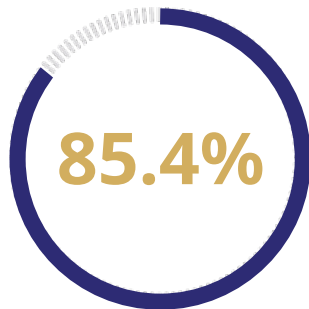
- This bread has a very impressive golden and blonde appearance, providing an inviting colour that's combined with a great rounded shape.
- The uniformity of the product, with visible bubbles and smooth, even baking, enhances its visual appeal.
- Some slight improvements could be made to maintain a fresh look and to make the colour even more vivid, but overall, the appearance is very good.



### Olfaction

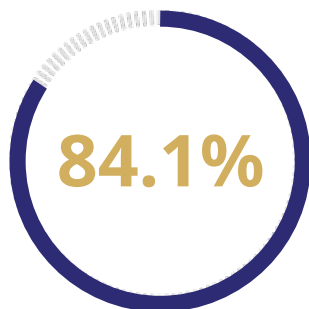
- This product has a very pleasant aroma with notes of wheat, flour, and a hint of oil, along with a mild baked bread scent that enhances its appeal.
- A neutral scent is complemented by subtle notes of sweetness and rustic bread that are very appealing and make you want to take a bite.
- Despite a lack of pronounced aromas, the olfactory profile remains very impressive overall.

## Comments & suggestions from the Jury



### Taste

- This bread has a very impressive balance of sweet and savoury flavours, with a highly enjoyable, persistent presence on the palate.
- The bread is neutral in flavour, with hints of wheat dough and a delicate buttery taste.
- Although the taste is slightly unctuous, the subtle sourness and umami notes enhance its overall appeal.



### Texture

- This product has a great blend of soft and crispy textures, with an airy dough that enhances the overall mouthfeel.
- The combination of a thin, crispy crust with a fluffy interior provides a very impressive eating experience.
- Although the texture is very good, the product could benefit from a slightly fluffier consistency.

### Suggestions about the product

- Although this bread is very good, it could be improved by increasing its diameter for a heartier bite and easier filling.
- Incorporating additional flavours like tomato, olives, or fresh herbs might enhance its taste profile.
- Reducing the fatty notes could lead to a more balanced flavour experience alongside textural improvements.

## 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.