

SINCE 1961



QUALITY  
AWARD

## World Quality Selections Results 2021



**MONDE SELECTION®**  
International Quality Institute Since 1961



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Monde Selection certifies that  
**St James Scotch Reserve**

of the company

**St. James Smokehouse Inc**

has been granted a

**GOLD QUALITY AWARD**

by the Jury of the 60th World Selection 2021 of Food Products



Joseph Bessemans  
*Jury President*

Louis Poot Baudier  
*Managing Director*

Dimitri Delloye  
*Managing Director*





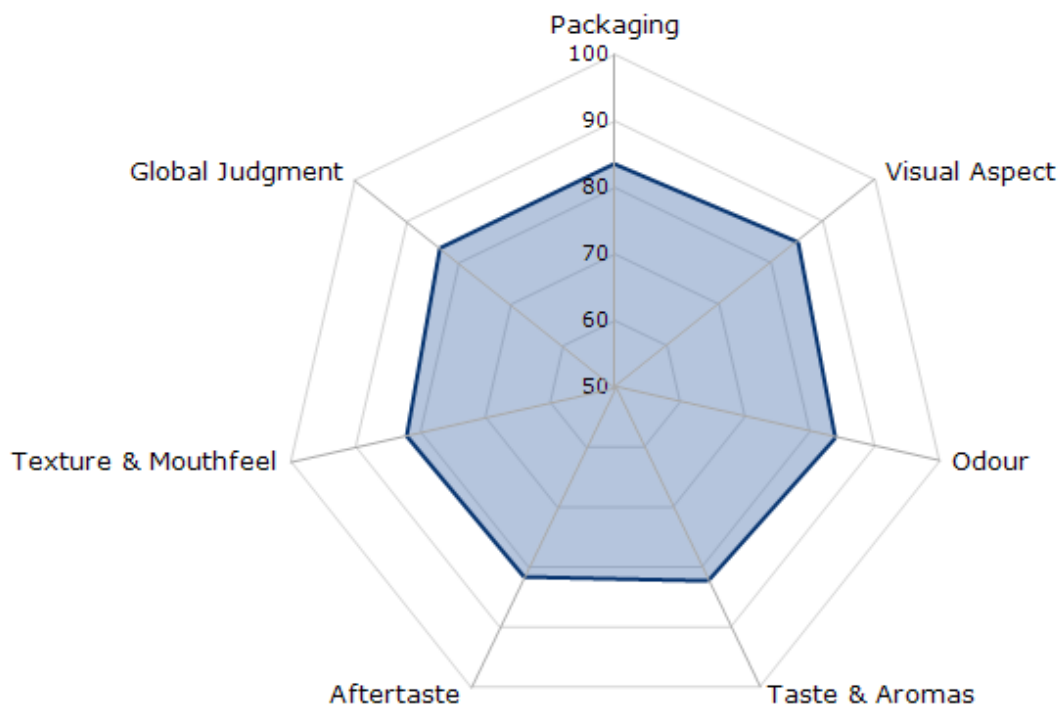
## St James Scotch Reserve

St. James Smokehouse Inc

St James Scotch Reserve has been granted a

**GOLD QUALITY AWARD**

by the Jury of the 60th World Selection 2021 of Food Products



The quality of St James Scotch Reserve has been evaluated by a panel of independent and renowned experts according to a very precise methodology and criteria. Each product category has its own evaluation form with specific quality parameter weighted according to the evolution of the consumer's expectations and the recommendations of the scientific board of Monde Selection.

### EVALUATION APPROACH

Monde Selection aims to deliver the most impartial and independent evaluation. The evaluation procedure takes into account not only sensory qualities such as taste, aroma, texture, flavour, sensation in the mouth or any other relevant organoleptic criteria, but also other important parameters for the consumer such as ingredients used, clarity of information about the composition of the product, packaging, user-friendliness for preparations, instruction sheets, etc. This methodology will guarantee a fair and global analysis for the consumer.

The evaluation goes far beyond regular tastings. Prior to the evaluation, each product's information is analysed to be presented to the jury precisely for what it claims to be. Monde Selection's food jury also takes time to share their knowledge and experiences meanwhile carefully evaluating each product individually without comparing it to another.

The evaluation sessions are taking place for a period of four months during which our juries taste a limited number of 25 products per day to preserve the experts palate and taste perception.



### JURY EXPERTS

To guarantee an objective judgment, our jury members fill in, in a strict independent way, the evaluation forms which include up to 25 parameters to establish the quality profile of the product. All are qualified professionals carefully chosen for their skills and integrity.

Monde Selection can count on the cooperation of eminent professionals such as Michelin starred chefs, Euro-Toques, members of the “Académie culinaire de France” and other prestigious associations, internationally renowned pastry and chocolate makers, university professors, chemical engineers and nutrition consultants.



## ORGANOLEPTIC CRITERIA

The evaluation of the product takes into account the intrinsic quality of the product according to international standards such as ISO Norms (5492:2008), the legal prescriptions and industries' guidelines. The evaluation forms include up to 25 parameters that vary depending on the type of product.



### VISUAL ASPECT

The product presentation, colour, lightness, saturation, shape, size, structure, brilliance, density, aeration, etc.

### AFTERTASTE

The taste persistence in mouth, the intensity of aromas and residual taste, etc.



### ODOUR

The bouquet (set of olfactory notes), complexity, harmony, intensity, odours (fruity, vegetal, marine, milky, ...), off-notes, finesse, etc.

### TEXTURE & MOUTHFEEL

The product granularity, hardness, moisture, dryness, fracturability, cohesiveness, chewiness, viscosity, elasticity, etc.



### TASTE

The typicity, harmony, complexity, aromas, bitterness, sweetness, saltiness, acidity, umami, etc.

### PACKAGING

The design of the packaging and label information, the protection of the product, the materials used, the ease of use, etc.



## QUALITY LABELS

The final result is a ponderation of each criteria and determine the quality level. Products with a final result of minimum 60% are awarded a quality label by the juries of Monde Selection. This label allows the company to demonstrate the excellent quality of its products in a neutral and professional manner.

In addition to the Quality Awards, Monde Selection awards the effort of companies that distinguish themselves by the quality of their products over several years by granting them Prestigious Trophies namely the "25 Years Trophy" (25 consecutive years), the "Crystal Prestige Trophy" (10 consecutive years) and the "International High Quality Trophy" (3 consecutive years).



The product obtains a final result between 90% and 100% on the evaluations



The product obtains a final result between 80% and 89% on the evaluations



The product obtains a final result between 70% and 79% on the evaluations



The product obtains a final result between 60% and 69% on the evaluations