



# SENSORY ANALYSIS REPORT





## Kuroishi Chou Roll

Syaron Kanyodo Ltd

Kuroishi Chou Roll has been granted a  
**SILVER QUALITY AWARD**  
by the Jury of the 59th World Selection 2020 of Food Products



« Nice roll cake with a hint of liquor and apricot. »

Monde Selection Food Products July 2020



## Kuroishi Chou Roll

Syaron Kanyodo Ltd

« Nice roll cake with a hint of liquor and apricot. »

Monde Selection Food Products Jury 2020



Granted a  
Silver Quality Award

### Packaging:

- The packaging design and format were described as attractive.
- The packaging is well thought-out, easy to open, and ensures convenience for the final consumer.
- The product was well-protected within its box, which contained packs of cooling gel to help preserve the cold chain during transport.

### Visual Aspect:

- The jurors appreciated the beautiful colouring and evenly-baked appearance of the product.
- The roll cake was deemed well-assembled.
- The texture of the dough had a very light and airy look to it.

### Odour:

- The nose was marked by a pleasant note of liquor.
- The bouquet lacked expressivity and could benefit from more delicate dairy and apricot notes.

### Taste & Aromas:

- The sweetness was described as too intense. Some jury members found that the product would benefit from a slightly less-marked sweetness.
- The crème fraîche was lacking in taste.
- The hint of apricot in the product was appreciated but some of the judges would have liked it to be more intensely pronounced in the mouth.

### Aftertaste:

- The product had a moderately long finish on the palate.
- The crème fraîche aftertaste lacked some of the intensity expected by the judges.

### Texture & Mouthfeel:

- The jury found the texture of the cream too light in the mouth.
- It also left a fatty sensation that was slightly too pronounced on the palate.
- The texture of the biscuit was considered a little too soft.

All products presented to the Monde Selection Jury of experts are subject to an in-depth analysis of their dossier and the information intended for the consumer which is included on the product label. Thanks to this analysis, the Jury can better appreciate the quality of the product and take into account important elements such as: the origin of the product, its positioning, its ingredients, its manufacturing process, its commercial claims, etc...

**The results and observations hereafter are not taken into account in the final results that determines the quality award the product has obtained during the organoleptic evaluation done by the Jury of experts.**

Monde Selection shares its observations on product labelling to help clients to complete the information to consumers in compliance with international standards

## Kuroishi Chou Roll

Syaron Kanyodo Ltd

**Name of the food:** The name of the product is correctly noted on the label.

**List of ingredients:** Not all the additives are correctly noted in the list of ingredients: in accordance with the European labelling regulation they must be mentioned with their functional class and name or E-number.

Although it is not mandatory in the Japanese labelling standards, the names of the vegetable oil and fat must be specified on the label, in accordance with the European regulation.

**Substances causing allergies or intolerances:** The allergens present (wheat, milk and egg) are explicitly highlighted.

**Net quantity:** The net weight is not noted; only the number of pieces is shown on the label.

**Expiration date:** The date of minimum durability/use by date is noted on the label.

**Storage conditions:** The storage conditions are noted on the label.

**Conditions of use:** The conditions of use are indicated on the label.

**Business informations:** Name and address of the food business operator are mentioned.

**Origin informations:** The country of origin/place of provenance is not indicated. This criterium is required in Europe. In Japan however, there is a grace period until March 31, 2022.

**Instructions of use:** The instructions of use are clearly indicated on the label.

**Nutrition facts:** (Energy value, amount of fat, amount of saturates, amount of carbohydrates, amount of sugars, amount of protein, amount of salt or salt equivalent)

The nutrition information is indicated according to the Japanese criteria.

The saturated fatty acid and sugar levels are not mentioned in the nutritional table, neither in the file; however, these data are important and useful for the consumer but are not mandatory criteria to indicate on the label in Japan, in contrast to Europe.

**Observations:** The labelling is very clear and very well presented.

The file includes an extended description of the product as well as a presentation of the company.

**Recommendations:** It is recommended to indicate the additives with their name and functional class; in Europe this information is mandatory.

It is recommended to specify the names of the vegetable oil and fat.



The aim of the Monde Selection's labelling report is to help the producer to position the information present on their label against the labeling criteria set out in the « Regulation No 1169/2011 of the European Parliament and of the Council of October 25, 2011 » on the provision of food information to consumers. The results and observations hereafter are not taken into account in the final results that determines the quality label of the product.

It is interesting for the consumer to know the total net weight of the product.

The indication of the origin of the main product ingredients is useful.

Indicating the amounts of saturated fat and sugars is recommended. This information is namely very useful to people interested in a nutritionally-balanced diet.