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MONDE  
SELECTION

BRUXELLES

# Sensory Analysis

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Report

World Quality Awards 2025



**Meika Syaron**  
Syaron Kanyodo, Ltd

has been granted a

## Grand Gold Quality Award

“

A wonderfully light and airy coffee-flavoured treat  
The Jury of the 64<sup>th</sup> World Selection 2025 of Food Products.

## Evaluation criteria

### Visual Aspect

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



### Aftertaste

The taste persistence in mouth, 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, firmness, moisture, dryness, fracturability, cohesiveness, chewiness, viscosity, elasticity, etc.



### Taste & Aromas

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



### Packaging

The label information, protection of the product, materials used, ease of use, etc





# Expert evaluation comments

This product is elegantly presented in a box, with each piece individually wrapped to ensure freshness and convenience. The thoughtful packaging preserves the quality while making it easy to enjoy.

In terms of visual appearance, the product has a generous amount of filling encased within a delicately thin sponge layer. This balance between components gives it an appealing and refined appearance.

As for the olfactory profile, the coffee notes are present yet subtle, blending harmoniously with the inviting scent of the crêpe. The jurors appreciated the subtle yet well-defined bouquet, which contributes to an overall sense of freshness.

On the palate, the coffee, cream and bean flavours come together in perfect harmony. The moderate sweetness ensures a well-balanced and refined tasting experience. The product was praised by the evaluators for its fresh and light character that remains indulgent without being overwhelming.

The texture is soft and airy, delivering a pleasant mouthfeel that was praised by the panel of jurors. While the natural floury aspect of the beans is detectable, it remains subtle and does not detract from the overall sensation.

The aftertaste is long and elegant, with the coffee flavour carefully balanced so that it enhances rather than overpowers the cream. The lasting impression is smooth and refined, leaving a delightful finish.



**Meika Syaron**  
Syaron Kanyodo, Ltd



**A wonderfully light and airy coffee-flavoured treat**

The Jury of the 64<sup>th</sup> World Selection 2025 of Food Products.

This report is a summary of expert opinions drawn up during the group discussion following the individual evaluations carried out by the different experts. Unless otherwise specified, this report only includes the shared opinions that reflect a consensus among the different experts.





# Evaluation method & distinctions



## 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 guarantees a fair and global analysis for the consumer.

Monde Selection's food jury also takes time to share their knowledge and experience while carefully evaluating each food product individually without comparing it to another.

After finalizing their individual assessments, the jury members discuss their impressions collectively and reach a unanimous decision on the final result.

The evaluation sessions take place over 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

The jury appointed by Monde Selection is exclusively composed of eminent professionals such as Michelin-starred chefs, members of the Mastercooks of Belgium and other prestigious associations, internationally renowned pastry and chocolate makers, university professors, chemical engineers and nutrition consultants.

All are qualified professionals carefully chosen for their skills and integrity.

Additional support or verification of certain elements through laboratory analysis may also be requested by the experts if necessary.





# Evaluation method & distinctions

## Evaluation Criteria

The evaluation of the product takes into account the intrinsic quality of the product according to international standards, legal prescriptions, industry guidelines and consumer expectations.

The evaluation forms include up to 25 parameters that vary depending on the type of product.



The **Gold and Grand Gold Awards** are granted for products that excel in meeting the jury's rigorous quality standards, reflecting their outstanding performance across multiple criteria.



Final result between 80% and 89% in the evaluations.



Final result between 90% and 100% in the evaluations.

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 "Emerald Prestige Trophy" (40 years), the "25 Years Trophy", the "Crystal Prestige Trophy" (10 years), and the "Diamond Trophy" (3 years).

## Quality Labels

The final result is a ponderation of each criteria and determines the quality level. Products with a final result of minimum 70% are rewarded a quality label by the juries of Monde Selection.

The **Nominee Label** is attributed to products that have been qualified during our evaluation process but do not reach the minimum score required to obtain a quality award. This label reflects the producer's commitment to quality.



Final result between 70% and 79% in the evaluations.

