

## The Tasting Procedure for Best Stevia Product/Extract of the Year

A special session “**Best Stevia Product/Extract of the Year**” is organized during Stevia Tasteful 2012.

The aim of this session is to display all stevia finished products available in European market and to offer the opportunity to attendees to judge the taste of each product.

The jury will be composed of Stevia Tasteful attendees and each member of the jury will have to fill in, separately and independently, a **special tasting sheet** which includes **different parameters**.

The **tasting procedure** is, on the one hand, based on the **sensory analysis** such as the general taste of the product, the aroma, appearance, flavour, mouth feel or any other

organoleptic criteria. On the other hand, it takes into account other parameters which are important to the customer such as clear

**information on the ingredients,**

the

**packaging**

, is it

**easy to prepare**

,

**directions for use**

...

In order to guarantee a fully objective judgment, all the scores given by the different jury members are added up and averaged to a final percentage.

This is not simple blind tasting but an **overall assessment of the quality** of the product presented **including**  
**the ingredients used**

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More information available [by clicking here.](#)

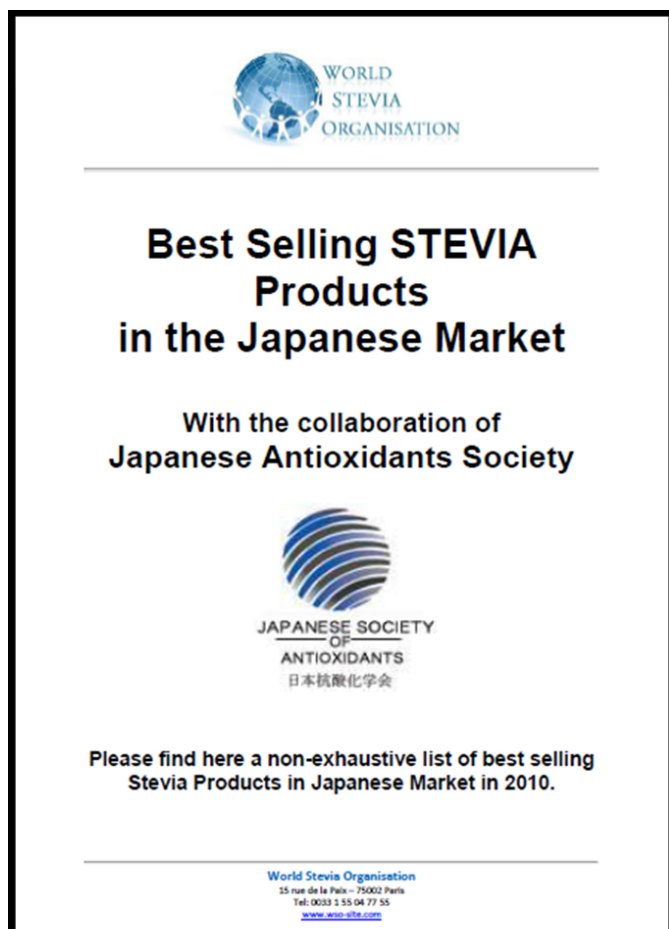
If you are a company interested to compete for the “**Voted Stevia Product of the Year**”, please

[contact us](#)

to display your products.

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Report of the best Selling Stevia Products in Japanese Market



The World Stevia Organisation is a non-profit organization dedicated to promoting the use of Stevia as a natural sweetener. It provides a platform for Stevia producers and consumers to connect and share information. The Japanese Antioxidants Society is a professional organization of scientists and researchers in the field of antioxidants. It promotes the use of antioxidants in food and medicine to improve health and prevent disease.