

# Dubai International Taste Awards- QUALITY AWARDS for Food & Beverage

## *REGULATIONS of QUALITY COMPETITION*

All branded and processed foods and beverages available are eligible to participate in the “Dubai International Taste Award- DITA” competition.

### **PRODUCTS FOR PARTICIPATION**

During receipt of the products from the producer, they must be in a condition appropriate for tasting, and their distinctive information must be written out correctly and clearly on the label. The judging committee reserves the right of conducting physical and chemical tests in cooperation with recognised laboratories, in order to ascertain that the products are technically sound and that they will have the same high quality when they reach the consumer. In the competition can participate every type of packaged food & beverages.

### **EVALUATION**

The blind method is used for tasting the products, without packaging and without any type of distinctive feature visible. Each product is given a code number to ensure their reliable tracking. The products are prepared, heated or cooked according to the producer's instructions and they are presented as they would be served at home. Each judge carries out an organoleptic analysis of the products he/she is tasting, and records a numerical rating on the evaluation sheet, which represents the general sense of enjoyment (which weighs the most in the final rating) as well as other criteria, such as appearance, odour, texture, flavour and mouth-feel.

### **THE JUDGES**

The products are tasted by a large panel of judges, members of Chefs' Clubs. You can see the full list of names at [DubaiTasteAwards.com](http://DubaiTasteAwards.com)

In order to achieve the highest possible level of objectivity during the tastings:

- no interaction is allowed between committee members
- the products are presented according to the "blind" method, i.e. without any indication of origin, without packaging and without revealing the name of the owner of the brand name
- the panels comprise a large number of judges
- the intensity of the gustatory enjoyment is evaluated, without judging the quality of the ingredients of the products
- the decisions made by the judging committee are final and binding, and participants cannot appeal them
- the rating of the other samples will not be announced
- participants are prohibited from communicating with members of the judging committee

### **AWARDS**

Food and beverage awards:

**PLATINUM Dubai Taste Award**, products with ratings of 95,5 and 100

**GOLD Dubai Taste Award**, products with ratings of 80,5 and 95

**SILVER Dubai Taste Award**, products with ratings between 65 and 80

The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

## **BENEFITS**

### a. Product differentiation

The awards add validity to the product and increase the brand's credibility towards traders and consumers. The Dubai Taste Award logo on your product increases your opportunities for finding new customers. It has been proven across the world, that consumers are willing to pay a higher price for an awarded product. Being able to advertise a certified product has a proven positive effect on sales. By winning the award for your products, you are maximising your marketing actions across the globe.

### b. Approval by opinion makers

The Award is a reliable sign of superior quality, which can be used both in the domestic and the export markets. Chefs and Sommeliers are opinion makers and their approval enhances your negotiating power in transactions with distributors, suppliers and retailers.

### c. Printed and electronic media

Dozens of postings in printed or electronic media about the results of the competitions increase the range of the clientèle for participating companies.

## **LIST OF PRODUCTS**

### 1. FOOD

Meat/cold cuts

Dairy

Olive oil/various oils

Sauces/Soups/Powders ready for preparation of foods

Conserves/Jams

Eggs

Desserts

Frozen Foods

Plant products

Delicatessen foods and beverages

Fresh foods/Vegetables

Healthy/Diet Products

Honey/marmalade

General grocery foods

Pasta

Herbs

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All the food products

### 2. BEVERAGES

Alcoholic beverages

Sodas/Water/Low-alcohol beverages

Coffees

Chocolate beverages

Teas

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All the beverages

**COST OF PARTICIPATION**

The participation fee is €400 per entry.

**SAMPLE INSTRUCTIONS**

Sample quantities for tastings

Food: 4 products packaged as they would be sold in retail stores.

Beer: 12 bottles (25/33cl) or 6 bottles (0.5 with 1 litre), Water: 6 bottles (0.5 to 1 litre), Alcoholic beverages/spirits: 4 bottles (0.5 to 1 litre), Others: 6 bottles (0.5 to 1 litre).

Fill out your participation form online: <https://dubaitasteawards.com/how-to-enter/>

-For any question contact us: [info@DubaiTasteAwards.com](mailto:info@DubaiTasteAwards.com)