



## The International Taste & Quality Institute -iTQi- celebrates its annual tasting from 20 till 22 March in Brussels.

For three days the iTQi will bring together the best sommeliers of Europe as members of its jury who will test hundreds of drinks from all over the world. The evaluation will follow a precise sensorial and blind tasting method of analysis. This way, the taste of drinks of all over the world will be analyzed and classified into more than 100 categories.

The products that achieve at least 70/100 points will obtain the Superior Taste Award with 1, 2 or 3 Stars according to its global qualification.

This world-renowned award helps to reveal and differentiate the success of such certified products and, as Mr. Alfonso Vallejo (CEO of the Compañía de Cervezas de Extremadura Cerex) explains: *“Obtaining this quality certification has been a great recognition for our company and has furthermore opened the doors to interesting international markets such as the Asian market.”*



It should be emphasized that Spain is the Country of Honor this year. Every year a country has the privilege to occupy an honorary position in order to highlight another culinary culture. After Colombia in 2013, Japan in 2014 and Germany in 2015, Spain is next in 2016. The quality of its food is recognized worldwide. Since 2004 380 Spanish products have been recognized by the Superior Taste Award.

To promote the Spanish products, iTQi carries out specific actions among which we should highlight:

- Each awarded producer will receive the **Superior Taste Award 2016** during the Alimentaria lounge in Barcelona.
- Exclusive presence of **Spanish products** awarded in the reception of the Award ceremony.
- Access to **special marketing actions** for the certificated Spanish products in 2016.

For more information visit our website [www.itqi.com](http://www.itqi.com) or contact:

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