

PRESS RELEASE

Mouscron, June 2014

Mydibel awarded by Superior Taste Award

Mydibel Group, Belgian manufacturer of chilled, frozen and dehydrated potato products, has been awarded by the "iTQi Superior Taste Award".

The 3 submitted products

- [Mydibel Puree Complete](#)
- [Mydibel Chilled Prefried Belgian Fries](#)
- [Mydibel Hash Browns triangle](#)

have all received **2 golden stars**, standing for remarkable taste.

The Awards were presented Thursday 5th June at the Superior Taste Award Ceremony at Concert Noble in Brussels.



The "iTQi Superior Taste Award", a stamp of quality in taste!



The "iTQi Superior Taste Award" is the only stamp of quality in taste granted by food and drink opinion leaders that are Michelin starred Chefs and Sommeliers.

The iTQi jury, regrouping 15 different nationalities, is composed of members of the most prestigious culinary institutions of Europe such as, the Maîtres Cuisiniers of France, the Académie Culinaire de France, the Academy of Culinary Arts, Euro-Toques, the Federazione Italiana Cuochi, the Jeunes Restaurateurs d'Europe, the Asociaciones des Cocineros de España, the World Master Chefs Society, the Verband der Köche Deutschlands as well as the Association de la Sommellerie Internationale (ASI) for drinks.

A star studded evaluation

Similarly to the famous Michelin guide of gastronomy, iTQi does not organize a competition but rewards products on their own merits. Only products having received a mark superior to 70% will be granted a «**Superior Taste Award**».

THE
HAPPY
POTATO
FAMILY

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A sensory analysis based on the intensity of gustatory pleasure!

During the tests, each product is subjected to an individual blind tasting according to a rigorous sensory analysis procedure.

The tasters are asked to evaluate the products as if they were having them in their family home, not according to the standards of their restaurants.

Every evaluated product is scrutinized in the shape of a sensory analysis report for which criteria such as olfaction, vision, taste, after taste, texture, etc. are all taken into account by each Jury member. The latter also write comments and, when needed, suggestions for improvements.

After the tasting session, iTQi draws up a detailed graph of the different grades and summarizes the comments and suggestions of the Jury members for the participating companies. This information is truly appreciated by the producers as it helps to better understand the Jury's opinion and become aware of potential areas of improvement.

For more information, please visit the website www.itqi.com or contact info@itqi.com

Mydibel in brief

The Mydibel Group (www.mydibel.be) is a family-run, innovative food company specializing in the development, production and commercialization of potato: including fresh (fries), frozen (fries and puree specialities) and dry (flakes and granules) products. This wide range is manufactured on three production sites: Mydibel, Pomcobel and Gramybel. Every day, about 2000 tons of potatoes are delivered and processed into 200,000 tons of finished products every year.

In 2011, a new state-of-the-art manufacturing unit was built to produce speciality products like potato croquettes, noisette potato, rösti and fresh purees made from fresh potatoes. The company subsequently introduced a logistics center with eight loading docks and a fully automated cold store which can accommodate 31,000 pallets.

So Mydibel is continuously investing in quality products while providing a top quality service.

The Mydibel Group is primarily a brand manufacturer. In 2013, branded products constituted 50% of sales and own brand products the other 50%.

Mydibel supplies companies from a variety of customer segments: food service, food retail and the food industry.

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