



Shinobu Yuzunosato has been granted a **Grand Gold Quality Award** from Monde Selection, the International Quality Institute led by a panel of independent experts.

The Grand Gold Quality Award guarantees consumers that the quality of Shinobu Yuzunosato from Ginray Foods Co., Ltd has been tested and approved by a panel of independent industry experts.



Shinobu Yuzunosato

Founded in Brussels in 1961, the International Quality Institute Monde Selection has been certifying the quality of consumer products from all over the world for 59 years.

For the 2020 edition, over 3200 products from more than 100 countries were rigorously analysed, tested, and tasted by a jury of experts composed of eminent professionals such as Michelin starred chefs, Euro-Toques, members of the “ Académie culinaire de France ” and other prestigious associations, internationally renowned pastry and chocolate makers, university professors, chemical engineers and nutrition consultants. To guarantee an objective judgment, our jury members fill in, in a strict independent way, the evaluation forms which include up to 25 parameters to establish the profile of the product. The evaluation goes far beyond regular tastings, Monde Selection’s food jury also takes time to share their knowledge and experiences meanwhile evaluating carefully each product individually without comparing it to another.

Entering its product into the World Quality Selection evaluation program, enabled Ginray Foods Co., Ltd to obtain an external control and an international quality recognition of its product ‘Shinobu Yuzunosato’.

Over the years, consumers from all over the world have come to recognise and trust the prestige conveyed by the blue and gold seal of quality.





## ABOUT MONDE SELECTION

Approaching its 60 years anniversary, Monde Selection is one of the world's most highly renowned and trusted Quality Institute. Thanks to its extensive expertise and precise evaluation methodologies inspired by European Directives and Regulations, the Belgian institute has become a leading quality assessor for consumer products.

### Evaluation Approach

The evaluation judgment adopted by Monde Selection's expert panelists aims to deliver the most impartial and independent analysis possible. An international panel of experts individually assesses the product and complete the associated evaluation forms to establish a product's quality profile. Each sample is evaluated on an individual basis without any comparisons to other assessed products. The jury members are all external to the organisation and selected on the basis of their professional qualifications, competence, experience, and integrity.

When necessary, scientific analysis are entrusted to official laboratories that are accredited by the Belgian Federal Public Service to ensure that all the commercial claims of a product are accurate and substantiated by scientific evidence.



### Quality Award

Based on the various evaluation criteria, outstanding products are awarded quality labels from the Monde Selection members of the jury.



The final evaluation result is calculated in accordance with the average of the scores given by each jury member.

A product whose final result scores between 60 and 69% is awarded a bronze quality label, a product between 70 and 79% is awarded silver, a product between 80 and 89% is awarded gold, and a product between 90 and 100% is awarded a grand gold quality label.

Once a product is granted a Monde Selection's Quality Award, it can display the label on its packaging to inform consumers that the product has been totally validated and approved by a professional and independent jury.

In addition to the Quality Awards, Monde Selection also rewards companies who distinguish themselves by continuously upholding the quality of their awarded products over the span of several years by granting prestigious Trophies to companies, such as the "25-Year Trophy" (25 consecutive years), the "Crystal Prestige Trophy" (10 consecutive years), and the "International High Quality Trophy" (3 consecutive years).

For more information, visit [www.monde-selection.com](http://www.monde-selection.com)