

CP Foods's products bag three Superior Taste Awards in 2019

16 August 2019 | News

Charoen Pokphand Foods PCL (CP Foods) won "Superior Taste Awards" from the International Taste Institute, a global leader in taste evaluation and certification, reflecting product development that serve market needs.



According to the test result, CP Foods's Massaman Thai Chicken Curry with Jasmine Rice won the Superior Taste Award with two stars, scoring 80.3%

Charoen Pokphand Foods PCL (CP Foods) won "Superior Taste Awards" from the International Taste Institute, a global leader in taste evaluation and certification, reflecting product development that serve market needs.

The three products included Massaman Thai Chicken Curry with Jasmine Rice, Red Thai Chicken Curry with Jasmine Rice and Shrimp Wonton Noodle with Choy Sum were among this year 1,885 products that received evaluations from prestigious Chefs and Sommeliers around the world who gave an objective professional feedback to producers.

CP Foods said the company has develops its products under "Kitchen of the World" vision that serve the best quality product to billions of consumers across the world. Receiving the certification reflects a high recognition of the company's products among food professionals around the world.

"Almost 200 prestigious Chefs and Sommeliers just came together to give objective and professional feedback to producers on the TASTE of their products" said Mr. Laurent van Wassenhove, Managing Director of the International Taste Institute, "Chefs in famous institutions, Michelin-starred chefs, Best Sommeliers awardees,...they all blind taste the products registered by producers".

Foods and drinks with a score above 70% are granted the "Superior Taste Award". The awards are distributed as follow;

- Exceptional products (Three stars awards), scoring above 90%
- Remarkable products (Two stars awards), scoring between 80% and 90%
- Notable products (One star awards), scoring between 70% and 80%

According to the test result, CP Foods' Massaman Thai Chicken Curry with Jasmine Rice won the Superior Taste Award with two stars, scoring 80.3%. Meanwhile Red Thai Chicken Curry with Jasmine Rice and Shrimp Wonton Noodle with Choy Sum received one star certificates with a score of 77.2% and 78.9% respectively.

The Massaman chicken curry rice and red chicken curry rice are produced by Top foods, a subsidiary of CP Foods in Belgium. Meanwhile, the shrimp wonton soup is a product of Thailand.