

SUPERIOR TASTE AWARDS 2024

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The International Taste Awards honours exceptional products that meet the highest standards in flavour and quality. Pure Arctic Oil products have proudly earned this prestigious award every year since 2018, clearly demonstrating the freshness and stability of our formulations over time. At Eqology, we participate in the annual evaluation to ensure we always provide up-to-date results and maintain full transparency for our customers. This continued recognition reflects our commitment to delivering consistently high-quality products.

Evaluation by World-Class Experts

The Superior Taste Award jury, made up of over 250 distinguished chefs and sommeliers from prestigious institutions like Le Guide Michelin and Gault & Millau, evaluates products through a blind tasting process to ensure impartiality.

Sensory Evaluation Process

Each product is assessed based on five key sensory criteria: appearance, aroma, taste, texture, and overall pleasure. This independent process ensures unbiased results and focuses solely on the product's sensory appeal.

2-Star and 1-Star Ratings: Recognition of Excellence

Products scoring between 80% and 90% earn 2 stars, signifying remarkable quality. Those scoring between 70% and 80% receive 1 star, indicating notable quality. Our 2-star products - Pure Arctic Oil Orange, Lemon, Gold, and Pure Vegan Oil - have been recognised for their superior taste experience, while Pure Arctic Oil for Kids has earned 1 star for its notable sensory qualities.



Consistent Recognition for Quality

Since 2018, our Pure Arctic Oil products have consistently received awards from the International Taste Awards, showcasing their freshness and stability year after year.

Tested for Purity and Potency

Beyond taste, our products undergo independent testing for purity, potency, and freshness, including checks for contaminants like heavy metals and verification of omega-3 content.

2 STARS ★ ★

- **Pure Arctic Oil Orange**
- **Pure Arctic Oil Lemon**
- **Pure Arctic Oil Gold**
- **Pure Vegan Oil**

1 STAR ★

- **Pure Arctic Oil Kids**

* These results are based on evaluations published in January 2024.