

# AMERICAN MASTERS OF TASTE

*The National Organization Dedicated to the Pursuit of Taste Excellence*

## 2016 U.S.A. TASTE CHAMPIONSHIPS

– **Whole Note Food Company** –

### – **AWARD OF EXCELLENCE IN NATIONAL JUDGING** –

Northern California, Wednesday, September 7, 2016 – *Whole Note Food Company* was selected as a winning product line in the retail/grocery and foodservice categories of “*Gluten-free Pizza Crust Mix*” and “*Gluten-free Multi-purpose Flour Mix.*”

Their submissions in these product categories: “*Gluten-free Original Pizza Crust Mix*” and “*Gluten-free Multi-Purpose Flour Blend*” were both judged excellent in Northern California by a panel of *Masters of Taste* selected by *Chefs In America*.

The protocols of “triple blind” judging include the following ground rules to ensure accurate and fair judging results.

#### **Evaluators do not know:**

- 1. Who the manufacturer is**
- 2. What the product variety or appellation is**
- 3. What the other evaluators’ scores and comments are during evaluation**

The *American Masters Of Taste* judging panel agreed that, “*Whole Note Food Company has developed a gluten-free pizza crust mix that creates a dough with a good workable consistency that bakes to a golden brown. Pizza crust has a fresh, bready aroma as well as excellent flavor and texture. Their Gluten-free multi-purpose flour blend also proved to make creamy batters with no grittiness, air bubbles or lumps. When used in baking applications, the products could brown in the oven as well as produce rich, grainy aroma and flavor.*”

The judging was a part of the on-going *U.S.A. Taste Championships* founded in 1986 with the establishment of *Chefs In America*, whose professional culinary board members gather weekly to conduct taste tests on a myriad of foodservice and retail grocery products.

*Whole Note Food Company* was declared a *2016 U.S.A. Taste Champion*.

For further information, contact the National Headquarters of *Chefs In America* by calling (707) 557-8700 or emailing: [info@chefsinafrica.org](mailto:info@chefsinafrica.org)

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