

PRODUCT AND COMPANY EVALUATION

The evaluation differentiates between the assessment of individual products (points system) and the overall performance of a company. The average mark of all evaluated products does not necessarily result in the overall evaluation of a company. It takes "soft" factors, such as for example, storage errors by the trader where the manufacturer cannot exert any major influence, or also obviously one-off quality deviations, into consideration and, where necessary, compensates them.

The number of products in the range offered by a company also plays a not insignificant role, also frequency of the test possibility. In the case of a low number of sample repeats, the assessment of the quality consistency is hardly possible. The evaluation is then a little more reserved. The overall performance of a company is not evaluated in points, but with the award of zero to a maximum of six cocoa fruits.

Companies with less than three evaluated chocolates or less than five evaluated types of confectionery do not receive, as opposed to the first issue, an evaluation of the overall performance.



Billygoat Hennes, Mascot 1.FC Köln out of Chocolate, Salon du Chocolat Köln 2014

The points system of the product evaluation

90–100 Points

A product evaluation at this level corresponds to a school mark of 1.0–1.5 (A to A-). Only

extraordinary products which distinguish themselves through special quality, creativity and uniqueness, receive such a high evaluation.

80–89 Points

A product evaluation at this level corresponds to a school mark of 1.5–2.0 (A- to B+). Especially the products with an evaluation between 85 and 89 Points are excellent and sometimes show the potential to jump into the top category.

70–79 Points

A product evaluation at this level corresponds to a school mark of 2.0–2.9 (B+ to B-). These products are of good quality and demonstrate sound craftsmanship.

60–69 Points

A product evaluation at this level corresponds to a school mark of 3.0–3.9 (C+ to C-) and therefore the average mediocrity. Products of this evaluation level lack sophistication and creativity. Possible are also slight deficiencies in the quality of the raw materials or processing. If these products are reasonably priced, they are suitable for fast consumption as a sweet for in-between.

50–59 Points

A product evaluation at this level corresponds to a school mark of 4.0–4.9 (D+ to D-) and indicates faulty products. These may be errors of craftsmanship or flavor.

Less than 50 Points

A product evaluation at this level corresponds to a school mark of 5 to 6 (E to F). These products show serious defects in quality, selection of the raw materials, the list of ingredients or processing. Products which contain artificial or nature-identical additives also often fall into this category.

Evaluation of the overall performance of the company



Extraordinary quality of all products. Extremely rare to no deviations in the outstanding quality of the products.



Excellent product quality, combined with an above average high number of extraordinary products. Very consistent, but in rare cases deviations in the quality level. Some of the companies in this evaluation show upward potential.



Very good product quality. Occasionally extraordinary or excellent articles but sometimes also only mediocre qualities. Overall, these companies show a consistent performance.



Good product quality. Rarely extraordinary or excellent qualities, but just as rarely bad products in the range. The products lack a little sophistication and creativity, overall the performance is constant.



Mediocre product quality. Time and again also good but too often also bad products in the range. Often they are banal articles, of low inspiration, sophistication or creativity. Too often the products are subject to quality fluctuations.



Frequently bad or faulty product quality. There is a lack of consistency, sometimes artificial or nature-identical ingredients are used. With these manufacturers, the difficulties already start at the basis but some show the approach of a potential for manufacturing better qualities in part.



Out of the question and often inedible product quality, frequent use of artificial or nature-identical ingredients. The manufacturer shows little potential and aptitude for manufacturing better products.

To be able to evaluate the overall performance of a company, at least three chocolates or five types of confectionery need to be tasted. A trend can be detected to a limited extent from the evaluations of the individual products.