



CONCORSO INTERNAZIONALE
"FLOS OLEI"

Introduction

The **International Competition "FLOS OLEI"** aims at enhancing the quality of extra virgin olive oil at international level, awarding prizes to the best products, spreading oil knowledge and thus contributing to its correct marketing. In particular the competition intends to:

- stimulate the workers of this field (olive growers, olive-press operators and packagers) to obtain a high-quality extra virgin olive oil, comparing the different world productions.
- enhance the knowledge and study of quality olive productions of any origin and inform about the profession of the expert taster of virgin and extra virgin olive oil, who is able to assess the excellence of every single product in compliance with E.C. and International regulations both individually and as a member of a panel.
- promote information about the health-giving and nutritional qualities (Mediterranean Diet) of quality extra virgin olive oil in the different fields of consumption (school canteens, cooking courses, wine bars, restaurants, importers, buyers, etc.)

Regulation

Article N 1

The **International Competition "FLOS OLEI"** is open to:

- Olive growers producers
- Oil-Mills
- Social Oil-Mills and Co-operatives of producers
- Associations of producers
- Traders packagers

Participation in this International Competition is subject to acceptance of the following rules and of the assessment of a panel of expert tasters.



marco oreggia

E.V.O. srl

Via Positano, 100 - 00134 Roma - Italia

Tel. & Fax: + 39 06.7197254 - Cell. + 39 347.1858309

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Article N 2

Extra virgin olive oil of any national and international origin will be admitted to the **International Competition "FLOS OLEI"** only if regular application (questionnaire) is sent by the established terms. The oil submitted must be packaged in bottles with trademark according to the law, while oil that is marketed loose will not be admitted.

Article N 3

Participants in the International Competition should send the following material **at their cost**:

- Application (questionnaire) entirely written in block capitals. Illegible or incomplete applications will be excluded.
- 2 (two) samples (total minimum volume 1 litre) for every extra virgin olive oil produced.
- 3 (three) copies of the original (paper) labels for every oil submitted to the selection. Only for silk-screen labels please send a high-resolution (minimum 300 dpi) file of the label in .jpg or.tif format.
- Chemical analysis of the extra virgin olive oils you send (at least free acidity and number of peroxides).
- 1 (one) copy of your brochure.
- A brief outline of your farm and its history.

To take part in the International Competition it is necessary the following contribution:

- € 60.00 (including charges) for N. 1 sample (2 bottles)
- € 80.00 (including charges) for N. 2 samples (4 bottles)
- € 100.00 (including charges) for N. 3 samples (6 bottles)
- € 120.00 (including charges) for N. 4 samples (8 bottles)
- € (including charges) for N. ... samples (... bottles)

From the sample N. 5 and for every supplementary sample it is necessary a mark-up of 30.00 euro (including charges). Samples sent by two or more different farms belonging to the same company, which may be described separately in the Guide, cannot be considered different varieties of olive oil of the same farm.



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Payment should be effected before sending the form and copy of the receipt of payment should be enclosed. We also remind you to write the object of payment: **International Competition "FLOS OLEI"**.

Shipping costs, including customs or health expenses (Delivered Duty Paid and Free Domicile), as far as destination are completely charged to the participating farms, under penalty of non-collection of goods.

1) Online (<http://shop.marco-oreggia.com>) by Credit Card:
American Express - Mastercard - Visa - Pay Pall

2) Payment into Bank Current Account:
BANCA SELLA - In the name of: E.V.O. srl
IBAN: IT 96 J 03268 22300 052869640400
BIC-SWIFT: SELBIT2BXXX

3) Payment into Postal Current Account:
BANCO POSTA - In the name of: E.V.O. srl
C/C Postale N°: 000099965808
via Ardeatina Km 12 - 00134 Roma - Italia
IBAN: IT 12 S 07601 03200 000099965808
BIC-SWIFT: BPPIITRRXXX

The above-mentioned material should be sent to:

**International Competition
"FLOS OLEI"**
c/o E.V.O. srl - Marco Oreggia
Via Positano, 100
00134 Roma - Italia

Article N 4

According to origin there will be two different forwarding and selection dates.

No exceptions to these terms are admitted.

Northern Hemisphere: all producers from Europe, Asia, Africa and Northern America.



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From 1st March to 15th June of every year.

Southern Hemisphere: Argentina, Chile, Peru, Uruguay, South Africa, Australia, New Zealand.

From 1st June to 15th August of every year.

Article N 5

The organizers accept no responsibility for delivery beyond the established terms, for partial or complete loss of the samples during transport, for chemical-physical or organoleptic adulterations of the samples due to range of temperature, breaks or anomalies. Shipping costs, including customs or health expenses as far as destination (E.V.O. srl - via Positano, 100 - 00134 Roma - Italia) are completely charged to the participating farms. It is however advisable to comply strictly with what stated in the form (questionnaire). From reception of the samples until their presentation to the panel the organizers will be responsible for their correct and adequate preservation and will guarantee they are intact.

Articole N 6

The panel, coordinated by Marco Oreggia, is constituted by expert tasters representing the main olive growing regions in Italy, chosen among the tasters enrolled in the National Registry of technicians and experts of virgin and extra virgin olive oil. Expert tasters coming from other countries in the world are allowed to take part. Applicants for the **International Competition "FLOS OLEI"** or people who have any kind of relationship with the participating farms are not allowed to be part of the panel. Expert tasters connected in any way with the participating farms are allowed to attend only as auditors, in order to make transparent the work carried out by the panel.

Article N 7

The samples of extra virgin olive oil will be submitted to the panel, who will proceed to the organoleptic analysis following the **COI method** in an "open" way, referring their opinion to the coordinator, who will fill in a specific card for the assessment of the sensory profile. The assessment of the panel will be final and unappealable.

Article N 8

"Quality prizes" will be awarded to twenty farms called "**The Best 20**", which will have reached excellent results in every category, optimizing the whole productive sector. This list depends on the high organoleptic qualities of the single products examined by the panel of experts, but it also takes



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into account the quality level of the producers over the years and consequently the importance they have for their territory. "The Best 20" also includes a "Special Award" dedicated to *Cristina Tiliacos*, a journalist of the sector who has recently passed away. This prize is awarded to people, bodies and trade associations that have committed themselves to the promotion and diffusion of olive cultivation.

The Best 20 and Special Award

- *The Olive Oil Mill Of the Year*
- *The Emerging Olive Oil Mill*
- *The Frontier Olive Oil Mill*
- *The Heart Olive Oil Mill*
- *The Best Extra Virgin Olive Oil of the Year*
- *The Best Extra Virgin Olive Oil - Quality/Packaging*
- *The Best Extra Virgin Olive Oil from Organic Farming*
- *The Best Extra Virgin Olive Oil from Organic Farming and Pdo/Pgi*
- *The Best Extra Virgin Olive Oil - Extraction System*
- *The Best Extra Virgin Olive Oil - Quality/Quantity*
- *The Best Extra Virgin Olive Oil - Quality/Price*
- *The Best Extra Virgin Olive Oil Monovarietal - Light Fruity*
- *The Best Extra Virgin Olive Oil Monovarietal - Medium Fruity*
- *The Best Extra Virgin Olive Oil Monovarietal - Intense Fruity*
- *The Best Extra Virgin Olive Oil Blended - Light Fruity*
- *The Best Extra Virgin Olive Oil Blended - Medium Fruity*
- *The Best Extra Virgin Olive Oil Blended - Intense Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Light Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Medium Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Intense Fruity*
- *Award "Cristina Tiliacos"*

Article N 9

Besides the farms included in the Best 20, all farms passing the panel selection with a score of at least 80/100, will be included in a yearly guide called "FLOS OLEI - a guide to the world best extra virgin olive oils" published by the company E.V.O. and edited by Marco Oreggia and Laura



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Marinelli. It is the first and only Guide dealing on an international scale with the best world extra virgin olive oils. The Guide, written in two languages (Italian-English), consists of a presentation of about 40 countries belonging to 5 continents and also contains a description of the Italian and Spanish regions, supplying historical and cultural information, production data, typical varieties and areas protected by names of origin. The detailed cartography includes both the best olive areas and the ones protected by names of origin. Moreover every farm is described in a card with notes about oil tasting and gastronomic matches. In the existing publishing industry the Guide aims at representing a new and stimulating product about the delicate sector of olive growing and is therefore written as an effective, modern and universal means of information. Thanks to the careful and quality work behind it the Guide will be a point of reference for all consumers interested in good food and for national and international workers of the sector.

Article N 10

The prizes will be communicated to the winners and awarded during the official presentation to the press of the book **"FLOS OLEI - a guide to the world best extra virgin olive oils"** on the occasion of its yearly publication. National and international mass media and the sectors of catering and national and international distribution will be informed about the ceremony by the "press office".

Article N 11

The farms included in the book **"FLOS OLEI - a guide to the world best extra virgin olive oils"** can request a mention of recommendation to the company E.V.O. using a special form. This mention will consist in a sticker that can be put on the bottles of the extra virgin olive oil published in the Guide. The request will have to be approved by the publishing company and will involve a charge for every sticker. The price of the sticker will be decided and communicated yearly by the organizers in the above-mentioned form. The proceeds will go to charity (except for the production costs).

Article N 12

The organizers reserve the right to modify the present regulation in any moment if it should be necessary.



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