

## **14<sup>th</sup> EXTRA VIRGIN OLIVE OIL QUALITY PRIZE. EXPOLIVA 2009. INTERNATIONAL FAIR OF OLIVE OIL AND ALLIED INDUSTRIES. OLIVE SEASON 2008-2009**

As part of EXPOLIVA 2009, the International Fair of Olive Oil and Allied Industries, to be held from 13 to 16 May 2009, there will be an Extra Virgin Olive Oil Quality Competition based on the following

### **COMPETITION RULES**

#### **1. Objective**

The aim of the competition is to give a prize to the entity submitting the best sample of extra virgin olive oil in its various categories.

#### **2. Participants**

The competition may be entered by oil mill proprietors and oil mill enterprise groups authorised by current legislation in this regard.

#### **3. Oils Permitted to Enter**

Only bulk extra virgin olive oils of the 2008/09 season will be allowed to take part in the competition, pursuant to the requirements established by Commission Regulation (EEC) no. 2568/91 of 11 July 1991, amended by Commission Regulation (EC) no. 640/2008 of 4 July 2008, and additional applicable regulations concerning olive oil characteristics.

The oil entered into the competition must come exclusively from tanks located at the facilities owned by the participating entity.

Every olive oil sample entered into the competition must come from a homogenous batch of between 20,000 and 100,000 litres. When oil from a homogenous batch of at least 20,000 litres entered into the competition is contained in two or more tanks, they must be sampled together to obtain just one final sample.

Only one sample will be accepted from each participating entity in each of the three groups established in rule 6 of this competition.

#### **4. Participants' Obligations**

*4.1. Request the presence of a Notary Public for the taking of the samples in the following manner:*

4.1.1. Six 500 ml samples must be extracted for every oil batch entered into the competition. These samples must be poured into six coloured glass bottles, each with a capacity for 500 ml. Every sample collected must be stamped and sealed by the Notary Public and it must have an identification code on a label attached to it or marked permanently on the glass.

4.1.2. The tank or tanks of the oil batch entered into the competition must be sealed in the presence of the Notary Public until the competition has concluded.

4.1.3. The Notary Public must be asked for a document certifying the following:

- Name and address of the participating entity

- Identification of the tank of the oil batch entered into the competition
- Weight or volume of the oil batch entered into the competition

#### 4.2 Sending of Samples

Five of the samples extracted and identified by the abovementioned procedure must be sent together with the notarial document and the participating entity's identification details (name or company name, address, locality, province, country, telephone, fax and email) to the Fundación para la Promoción y el Desarrollo del Olivar y el Aceite de Oliva, at this address: Paseo de la Estación 25, Sexta planta, 23008 Jaén. The following must be stated on the package: "Premio a la Calidad del Aceite de Oliva Virgen Extra EXPOLIVA 2009 - Feria Internacional del Aceite de Oliva e Industrias Afines".

The participant must keep the sixth 500 ml sample.

#### 5. Deadline for Submission

The deadline for receiving the samples at the head office of the Fundación para la Promoción y el Desarrollo del Olivar y el Aceite is **10 March 2009**.

#### 6. Competition Phases

##### 6.1. Phase 1. Selection

Having received the samples from the participating entity, they will be deposited by the Foundation's Managing Director at the office of a Notary Public who will identify them and allocate secret codes to them.

The coded samples will be sent immediately to the Official Analysis Laboratory, which will perform a chemical and sensory assessment of the extra virgin olive oils entered into the competition and they will be classified by the Official Tasting Panel into three groups:

- Group 1. Green fruity bitter / pungent oils: virgin oils with a medium-high fruit intensity, which reminds us of green olives or other fruits and/or green notes and with strong bitter and pungent attributes.
- Group 2. Medium green fruity bitter / pungent oils: virgin oils with a medium-high fruit intensity, which reminds us of green olives or other fruits and/or green notes and with not very strong bitter and pungent attributes.
- Group 3. Fruity ripe / sweet oils: virgin oils with a fruitiness that reminds us of ripe olives or other ripe fruits, whether almond or not, and with very slight bitter and pungent attributes.

The intensity median score of the attributes for the various groups will be as follows:

Group	Fruity		Bitter / Pungent
	Green	Ripe / Sweet	
1. Green fruity bitter / pungent oils	≥ 5	-	≥ 5
2. Medium green fruity bitter / pungent oils	≥ 4.5	-	< 5
3. Fruity ripe / sweet oils	-	≥ 4	< 4

Finally, the oils will be classified within each group depending on the score obtained pursuant to the assessment standards stated in Annex 1 of the competition rules based on the *Método Continuo de Valoración Sensorial del Aceite de Oliva Virgen Extra* MCVS100 (Continuous Method for Sensory Assessment of Extra Virgin Olive Oil).

## 6.2. Phase 2. Final

The top five oils with the highest score in each group, at most, will be considered finalists and will be assessed by the EXPOLIVA competition panel, appointed by the Fundación del Olivar from among well-known prestigious experts in the olive oil sector, advised by the Official Tasting Panel. The sensory assessment sheet included as Annex 1 will be used to assess the oils.

The members of the panel will be published on the website [www.expoliva.com](http://www.expoliva.com) sufficiently in advance.

The panel's decision will be final and unappealable, and it may declare that the competition is void.

## 7. Prize-Giving Ceremony

The panel will choose winners of a first and a second prize in each of the groups from among the finalist oils.

The prizes will consist of the granting of the official trophy of the EXPOLIVA International Olive Oil Fair for the winner and a diploma accrediting the second prize.

The prize-giving ceremony will be a public event at the EXPOLIVA trade fair site in Jaen during the 14<sup>th</sup> International Fair of Olive Oil and Allied Industries.

The finalist oils in each group will form part of the international selection of extra virgin olive oils present in the 2<sup>nd</sup> EXPOLIVA EXTRA VIRGIN Exhibition Hall.

## 8. Mention of the Prize on the Label

8.1. The winner of the EXPOLIVA 2009 Extra Virgin Olive Oil Quality Prize in each of its subcategories – “Green fruity bitter / pungent oils”, “Medium green fruity bitter / pungent oils” and “Fruity ripe / sweet oils” and the winners of the second prize in each category can mention that they have won the prize for the 2008-2009 season on the label of the extra virgin olive oil of the batch which the winning sample comes from.

8.2. Reference to the prize in advertising and publicity, with express mention of the season, can only be made by the winning entity, which must first write to the Fundación para la Promoción y el Desarrollo del Olivar y del Aceite de Oliva to ask for authorisation.

8.3. Each and every one of the prizes must be represented on container labels as follows: official logo of EXPOLIVA International Fair of Extra Virgin Olive Oil, mention of the prize and the year it was won.

## **9. Acceptance**

Participation in this competition implies full acceptance of these rules.

ANNEX 1  
 SENSORY ASSESSMENT SHEET®  
 14<sup>th</sup> EXTRA VIRGIN OLIVE OIL QUALITY PRIZE. EXPOLIVA 2009

Notarial Code: \_\_\_\_\_

Tasting Panel: \_\_\_\_\_

Taster's Identification Code: \_\_\_\_\_

Date: \_\_\_\_\_

**Olfactory Profile (a maximum of 35 points)**

Olive fruitiness ..... (5-10): \_\_\_\_\_

green                       ripe

Assessments of positive attributes ..... (0-10): \_\_\_\_\_

- Green grass/leaf                      - Fig                      - Tomato                      - Apple

- Green almond                      - Banana                      - Ripe almond / nuts

- Others: which? .....

Olfactory harmony ..... (5-15): \_\_\_\_\_

**Olfactory profile score subtotal...**

**Gustatory and Retro Nasal Profile (a maximum of 50 points)**

Olive fruitiness ..... (5-10): \_\_\_\_\_

green                       ripe

Bitter ..... (0-5): \_\_\_\_\_

Pungent ..... (0-5): \_\_\_\_\_

Sweet ..... (0-5): \_\_\_\_\_

Assessment of other positive attributes: ..... (0-10): \_\_\_\_\_

- Green grass/leaf                      - Fig                      - Tomato                      - Apple

- Green almond                      - Banana                      - Ripe almond / nuts

- Others: which? .....

Gustatory harmony ..... (10-15): \_\_\_\_\_

**Gustatory and retro nasal profile subtotal...**

**Overall sensation - Complexity (a maximum of 15 points)** ..... (5 – 15):

**Final score (max. 100).....**