



The 4<sup>th</sup> edition is scheduled 11-15 September 2017 in Osaka, Japan

**SOL D'ORO SOUTHERN HEMISPHERE COMPETITION:  
AWARD-WINNING EXTRA VIRGIN OLIVE OILS WILL BENEFIT FROM  
PROMOTIONAL INITIATIVES, MARKETING TOOLS AND BUSINESS OPPORTUNITIES**

**Initially set up to promote qualitative improvement and awareness of extra virgin olive oil around the world, the competition organised by Veronafiore-Sol&Agrifood has since become increasingly important as a marketing and sales tool. These tools include the quality sticker", attendance at the Osaka Oil Oil Kansai International in Osaka, the "Stars of Sol d'Oro" guide distributed to dealers and journalists from 130 countries visiting Sol&Agrifood 2018, thereby ensuring many business opportunities for products earning medals.**

**Verona, 25 July 2017** - The Sol d'Oro competition organized by Veronafiore-Sol&Agrifood is dedicated to the most important extra virgin olive oils (EVOO) produced all over the world thanks to strict assessments of the jury panel and the decision to *blind tasting* methods to evaluate the samples entered in the event.

Since the first occasion in 2002, the event has always sought to promote - through competition and comparison - production improvements in the main producing countries. And over the years, Sol d'Oro has witnessed growing involvement of companies based in the southern hemisphere. This encouraged the decision in 2014 to organize a specific edition of the competition in September every year dedicated to olive oils produced south of the equator so that they could be assessed at the best time for full expression of their qualitative features.

Thanks to an agreement between Veronafiore and Intex Osaka (the organizer of Olive Oil Kansai International - Japan's first trade fair dedicated to extra virgin olive oil), Sol d'Oro Southern Hemisphere 2017 is scheduled 11-15 September at the International Convention Center in Osaka. Extra virgin olive oils will take part from Chile, South Africa, Australia (the host countries for the first three editions), as well as Argentina, Brazil, Peru, Uruguay and New Zealand.

Winning a medal in one of the three categories envisaged in the Sol d'Oro Southern Hemisphere competition - delicate, medium and intense fruit - is not merely a matter of prestige. In harmony with its vocation as an international platform for promotion services, Veronafiore makes available a number of tools and initiatives to encourage trade on international markets for award-winning companies and olive oils.

This is context behind the decision to hold the 2017 edition of the competition in Japan, a non-producer country but one with a market very keen to import high and very high quality extra virgin olive oil. This is joined by Veronafiore's attendance at Olive Oil Kansai International in Osaka 11-13 October 2017, following up positive experience last year with a dedicated space for guided tastings presenting award-winning olive oils in

the two Sol d'Oro events in 2017 (Northern Hemisphere in February and Southern Hemisphere) to Asian traders.

The 2018 edition of Sol&Agrifood (15-18 April 2018) - the international exhibition dedicated to extra virgin olive oil and quality agro-foods - will also be presented during the trade show in Japan. This event (held in Italy at the same time as Vinitaly, the largest wine exhibition in the world as regards exhibition space and the number of international buyers taking part) was visited by 58,700 professional operators from 130 countries in 2017.

Business opportunities are multiplied for medal winners thanks to possibility of affixing the Sol d'Oro Gold, Silver and Bronze "quality seals" to marketed bottles as well as inclusion, alongside olive oils taking medals in the Sol d'Oro Northern Hemisphere competition scheduled in February 2018, in the "Stars of Sol d'Oro" guide published every year by Veronafiere and distributed to foreign buyers and journalists attending Sol&Agrifood.

Exhibiting to Sol&Agrifood itself is an additional opportunity for business visibility. Special packages are also on offer for companies registered in the Sol d'Oro competition which would like to be present in Verona.

The deadline for registration in in the Sol d'Oro Southern Hemisphere Competition and the consignment of samples is **6 September** (Competition regulations and instructions are available at <http://www.solagrifood.com/en/exhibitors-area/sol-doro-competition>).

Veronafiere ([www.veronafiere.it](http://www.veronafiere.it)) was founded in 1898 and is now one of Europe's major exhibition organizers. It is the leader in Italy's agricultural and food sector as well as the organizer of major trade fairs such as Vinitaly, the largest wine-related trade fair in the world; Sol&Agrifood, dedicated to the extra virgin olive oil and quality agro-foods, visited in 2017 by 58,700 operators from 130 countries; and Enolitech, the international salon for technology and machinery for viticulture, oenology, olive growing, and olive oil production. Veronafiere also organizes Sol d'Oro, the world's most important olive oil competition aimed at promoting the best extra virgin olive oils in the world and promoting quality production.

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