



The 4th edition dedicated to production South of the Equator closed in Osaka

**SOL D'ORO SOUTHERN HEMISPHERE AND VERONAFIERE REWARD THE BEST EXTRA VIRGIN OLIVE OILS FROM SOUTH OF THE EQUATOR
CHILE LEADS THE FIELD BUT SOUTH AFRICA AND ARGENTINA ARE CLOSE BEHIND**

Barbara Blasevich, member of the Board of Directors: «After carefully analysing many international trade fair organizers, Intex Osaka identified Veronafiere as the reference model for a partnership that is also expanding into other sectors to become a landmark throughout Asia. Partnership with Intex Osaka comes to the fore again in October through attendance by Sol&Agrifood accompanying, for the second consecutive year, Italian producers to Olive Oil Kansai International».

Osaka, 20 September 2017. South Africa, Chile and Argentina took the medals during the fourth edition of the Sol d'Oro Southern Hemisphere competition that took place last week in Osaka, Japan. Medals also went to Australia and Uruguay.

Thanks to an agreement between Veronafiere and Intex Osaka (the organizer of Olive Oil Kansai International, Japan's first trade fair dedicated to extra virgin olive oil scheduled next October), Sol d'Oro Southern Hemisphere 2017 took place 11-15 September c/o the International Convention Center in Osaka. Entries came from as far afield as Chile, South Africa and Australia (the host countries for the first three editions) and Uruguay.

*«After carefully analysing many international trade fair organizers, Intex Osaka identified Veronafiere as the reference model for a partnership that is also expanding into other sectors to become a landmark throughout Asia, said **Barbara Blasevich**, member of the Board of Directors who represented Veronafiere during the event. In October, in partnership with Intex Osaka, we will be present again in Japan with Sol&Agrifood accompanying Italian producers to Olive Oil Kansai International for the second consecutive year».*

The agreement took shape around extra virgin olive oil during the International Sol d'Oro Competition organized by Veronafiere-Sol&Agrifood. The competition dedicated to extra virgin olive oils is the most important in the world thanks to the strict assessment standards implemented by the jury through the *blind tasting* method when tasting samples competing in the event.

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. Consequently, a special edition of the competition dedicated to olive oils produced South of the Equator has been held in September since 2014 - the most suitable time of year for evaluating oils produced in the Southern Hemisphere.

Although Japan obviously is located in the Northern Hemisphere, it is an area of optimal convergence for operators from southern hemisphere countries.

The 2017 edition saw Chile come to the fore with 5 medals out of nine in total, taking all *three* in the medium fruit: category alongside Bronze in the other two competition categories. Australia and Uruguay each took a silver medal, respectively for light fruit and intense fruit olive oils.

An interesting feature of this edition was the astonishing balance expressed by the top medals in the three categories of Sol d'Oro, with golds awarded respectively to Morgenster Estate (South Africa) with the Morgenster label (delicate fruit), Monte Los Olivos (Chile) with Longovilo Frutado Medio (medium fruit) and for the second consecutive year Argentine company Trilogia with its Trilogia label (intense fruit).

«*This fourth edition of Sol d'Oro Southern Hemisphere was a very tight photo-finish, said **Marino Giorgetti**, panel leader of both editions of the Competition (Southern and Northern Hemisphere), with Chile and South Africa neck to neck. The quality level of these olive oils was very good with battles going right to the final tasting session, especially in the medium and intense fruit categories. On the ground, added **Giorgetti** this was not the best 'vintage'. Nonetheless, these olive oils met quality expectations, although a little 'freshness' was possibly missing.* »

Sol d'Oro offers winners of the Sol d'Oro Northern and Southern Hemisphere competitions prominent attendance at Olive Oil Kansai International, the first Japanese trade fair dedicated exclusively to extra virgin olive oils scheduled in Osaka next 11-13 October; VeronaFiere is taking part with Sol&Agrifood with its own exhibition space accompanying Italian companies, as well as a range of promotional activities and tastings aimed at buyers.

This year, Sol d'Oro Southern Hemisphere was flanked by EVOO Days Japan, training and information days for sector operators designed to improve their knowledge of extra virgin olive oil and the Japanese market. EVOO Days are the latest initiative in the VeronaFiere portfolio since February this year (debut during Sol d'Oro Northern Hemisphere). The event is a training and networking forum within the quality extra virgin olive oil value chain.

Moreover, olive oils taking medals in the Sol d'Oro Southern Hemisphere competition receive a "quality seal" which - an innovation this year - is assigned not only to Gold, Silver and Bronze medals but also to Special Mentions.

Extra virgin olive oils taking awards in the Sol d'Oro Southern and Northern Hemisphere Competitions (the next edition is scheduled at Veronafiere 14-21 February 2018) will be included in the "Sol d'Oro Stars" guide published every year by Sol&Agrifood and distributed during the show (15-18 April 2018 - www.solagrifood.com).

The Winners - Sol d'Oro Southern Hemisphere 2017

DELICATE FRUIT

<u>Award</u>	<u>Company</u>	<u>Country</u>	<u>Label</u>
SOL D'ORO/GOLD	MORGENSTER ESTATE	SOUTH AFRICA	MORGENSTER
SOL D'ARGENTO/SILVER	FEDRA OLIVE GROVE	AUSTRALIA	JEFF'S BLEND
SOL DI BRONZO/BRONZE	SOC. AGRICOLA SANTA CARMEN	CHILE	QORI

Special Mentions

Comercial e Industrial Soho s.a. – Chile - Olave Premium
Fedra Olive Grove – Australia - First Cold Press Olive Oil
Las Gaitas s.a. – Chile – Agroviso
Olivos Olimpo S.A. – Chile - Sol del Limarì Nuevo
La Reserva de Llanca y Ltda – Chile - Huerto de Los Olivos
Willow Creek Olive Estate – South Africa – Privè
Oakhurst Olives Farming Ltd. – South Africa - Oakhurst Delicate

MEDIUM FRUIT

Award	Company	Country	Label
SOL D'ORO/GOLD	MONTE LOS OLIVOS	CHILE	LONGOVILO FRUTADO MEDIO
SOL D'ARGENTO/SILVER	AGRICOLA POBENA	CHILE	ALONSO OBSESSION
SOL DI BRONZO/BRONZE	AGRICOLA POBENA	CHILE	ALONSO CORATINA

Special Mentions

Morgenster Estate – South Africa – Don Carlo
Wildeckrans – South Africa – Keerweer
Vest Activ Four Ltd. – South Africa – Rio Largo
Terramater – Chile – Petralia
Agroland s.a. – Uruguay - Colinas de Garzon Bivarietal
Porterville Olives Ltd. – South Africa – Andante intense
Gabriëlskloof – South Africa – Gabriëlskloof

INTENSE FRUIT

Award	Company	Country	Label
SOL D'ORO/GOLD	TRILOGIA	ARGENTINA	TRILOGIA
SOL D'ARGENTO/SILVER	AGROLAND	URUGUAY	COLINAS DE GARZON OLIO NOVO 2017
SOL DI BRONZO/BRONZE	MONTE LOS OLIVOS	CHILE	MONTEVECCHIO PREMIUM BLEND

Special Mentions

Olivos Ruta del Sol S.A. – Chile – Deleyda Premium
Vest Activ Four Ltd. – South Africa – Rio Largo
De Rustica Estate – South Africa - Estate Collection Coratina
Wildeckrans – South Africa - Field Blend Selection
Willow Creek Olive Estate – South Africa - Willow Creek Director's Reserve

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