



5th edition in South Africa 16-21 September 2018

SOL D'ORO SOUTHERN HEMISPHERE THE QUALITY OLIVE OIL CONTEST 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. The "quality sticker and the "Stars of Sol d'Oro" guide distributed to dealers and journalists from 130 countries during Sol&Agrifood equally ensure many business opportunities for products earning medals.

Registration and delivery of samples by 11 September (<https://www.solagrifood.com/en/sol-doro-southern-hemisphere>)

Verona, 30 July 2018 - The fifth edition of Sol d'Oro Southern Hemisphere is scheduled 16-21 September in Cape Town, South Africa - the host for the second time of the most important international competition dedicated to extra virgin olive oils (EVOO) in the southern hemisphere also held in Chile, Australia and Japan. The competition, together with Sol d'Oro Northern Hemisphere held since 2002 in Verona in February, is organized by Veronafiore/Sol&Agrifood and over time has become a landmark for producers of high quality extra virgin olive oil and international buyers. The merit lists in rigour of the jury and the *blind tasting* method used to assess the samples entered in the competition, as well as the far-reaching opportunities for commercial promotion offered to award-winning olive oils.

The Sol d'Oro Southern Hemisphere 2018 will be held in Paarl. Samples are expected from all the major olive-growing countries south of the Equator, where the harvest and production campaign is currently underway. In addition to South Africa, entries are welcome for olive oils produced in Australia, New Zealand, Chile, Argentina, Uruguay, Peru and Brazil.

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. Veronafiore offers a series of tools and initiatives focusing on commercial promotion on international markets for companies and olive oils taking awards. These include the possibility to the Sol d'Oro, Sol d'Argento, Sol di Bronzo and "Special Mention" "Quality Seal" to bottles marketed and inclusion, together with olive oils taking Sol d'Oro Northern Hemisphere medals, in the "The Stars of Sol d'Oro" guide distributed to international buyers and journalists attending Sol&Agrifood. The International Quality Agro-Foods Exhibition, olive oils winning awards are presented for tasting at the Olive Oil Bar, as well as being the protagonists of a guided tasting dedicated to buyers.

Exhibiting at Sol&Agrifood is a further opportunity ensuring commercial visibility for companies taking part in the Sol d'Oro contest. Scheduled 7-10 April 2019, the trade fair in 2018 was visited by 59,300 professional operators from 130 countries (www.solagrifood.com) .

The deadline for registration in the Sol d'Oro Southern Hemisphere Competition and the consignment of samples is 11 September (contest regulations and instructions at <https://www.solagrifood.com/en/sol-doro-southern-hemisphere>).

Veronafiere (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 2018 by 59,300 operators from 130 countries; and Enolitech, the international salon for technology and machinery for viticulture, oenology, olive growing, and olive oil production.; 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.

Photo: Sol d'Oro, oil tasting – Archive

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Veronafiere Press Service

Tel.: + 39.045.829.82.42 – 82.23 – 82.10

E-mail: pressoffice@veronafiere.it - www.solagrifood.com

Twitter: @pressVRfiere

