



Veronafiere 18-23 February 2013 hosts the 11th edition of the international competition

ORGANIC AND SINGLE VARIETY EXTRA VIRGIN OLIVE OILS: NEW ENTRIES FOR SOL D'ORO

Online registrations are already open for the most important international competition dedicated to extra virgin olive oils. Innovations include two new competition categories for olive oils and marketing initiatives to promote products taking awards with the first guide in the world based on blind tasting. Free registration for all Sol&Agrifood exhibitors.

Verona 14 December 2012 – Online registration is already open on the site www.solagrifood.com for the 11th edition of Sol d'Oro, the most important and qualified competition in the world dedicated to quality extra virgin olive oils scheduled in Verona 18-23 February 2013.

A great many innovations include increasing olive oil competition categories from three (delicate, medium and intense fruit) to five, with the addition of organic and single variety extra virgin olive oils.

The 11th edition of the competition (enrolment is free for Sol&Agrifood exhibitors) also involves innovative activities in terms of marketing and promotion of olive oils winning awards, such as a CD guide with technical specifications drawn up by the international panel of judges distributed to foreign buyers and delegates by Veronafiere during Sol&Agrifood, scheduled 7-10 April 2013 alongside the 47th edition of Vinitaly.

A special feature the guide is that it is the world's first publication containing a selection of olive oils based on *blind tasting*.

Award-winning olive oils, as already envisaged in the competition regulations for some years, are allowed to apply the "Sol d'Oro" sticker to bottles attesting to the award and undisputed product quality.

"Opening Sol d'Oro to single variety and organic olive oils is a decision that aims to promote special products that are increasingly appreciated by consumers and sector operators," says Veronafiere, the organiser of the competition and the Sol&Agrifood - Quality Agro-Food Produce exhibition.

The event, as of 2013, becomes a single exhibition merging Sol and Agrifood Club in order to respond fully to the business needs of many enterprises which are not only producers of high quality olive oil but also foodstuffs upholding criteria such as authenticity, tradition and craftsmanship.

Veronafiere Press Office

Tel.: + 39.045.829.82.42 – 82.85 – 82.10

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