



13th edition at Veronafiere Thursday 15 - Sunday 19 February

**INSCRIPTIONS RECORD THE SOL D'ORO COMPETITION FOR THE NORTHERN HEMISPHERE
THE CHALLENGE AMONG MEDITERRANEAN OLIVE OILS GETS GOING TODAY**

This year's competition in Verona focuses exclusively on olive oils from the Northern Hemisphere, with samples entered from Italy as well as Spain, Greece, Croatia, Slovenia, Portugal and Turkey. A panel of 13 international judges at work. Sol d'Oro Southern Hemisphere is scheduled next autumn for olive oils from the New World.

Verona, 16 February 2015 – Boom for entries from Italy, Spain, Greece, Croatia, Slovenia, Portugal and Turkey for the Sol d'Oro Northern Hemisphere Competition. Work for the most important international olive oil competition in the world as regards product quality entered for the event organised by Veronafiere begins today and will continue until 19 February. Almost 250 samples have been entered, in line with last year's performance when New World products were still involved - and in particular Chile alone accounted for more than one third of total entries. As of September 2014, olive oils from the production campaign that begins in Spring are covered by the Sol d'Oro Southern Hemisphere Competition scheduled in the Autumn.

*«Growth in the number of samples entered, – says **Damiano Berzacola, Vice-President of Veronafiere** – above all confirms Sol d'Oro and its two editions as the landmark international competition for quality extra virgin olive oil. Secondly, it ensures excellent support for the value of Italian production, which last year posted one of the poorest harvests for some considerable time».*

There are five competition categories: light fruity, medium fruity, intense fruity, single variety and organic; and three awards in each category: Sol d'Oro, Sol d'Argento and Sol di Bronzo (Gold, Silver and Bronze). The top 20 samples of extra virgin olive oil achieving a score equal to or higher than 70/90 from the tasting jury will receive Special Mention diplomas. Extra virgin olive oils, after they have been rendered anonymous, are assessed in "blind tastings" by a qualified international Jury of 13 judges from Italy, Greece, Spain, Slovenia and Turkey.

Medal-winning oils will be entitled to affix the "Sol d'Oro" seal to bottles attesting to the prize awarded and acknowledged product quality.

They will also be included in the "Sol d'Oro Stars" guidebook with the technical data cards drawn up by the judges. As a tool designed to help promote the best olive oils in a marketing key, the guidebook is distributed to buyers and Veronafiere's international delegates during Sol&Agrifood, scheduled 22-25 March 2015 (www.solagrifood.com) as well as being made available on the event's website. During Sol&Agrifood itself, it will be possible to taste the olive oils winning prizes in the Sol d'Oro Northern Hemisphere Competition 2015 as well as the winners of the Southern Hemisphere 2014 event in the Olive Oil Bar created in collaboration with Onao, the national organization of olive oil tasters.

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