



Organised by Veronafiere 7-11 September 2015 in Cape Town

SOL D'ORO TRAVELS TO SOUTH AFRICA TO REWARD THE BEST EXTRA VIRGIN OLIVE OILS FROM SOUTH OF THE EQUATOR

In the wake of Chile 2014, South Africa will host this year's Southern Hemisphere Sol d'Oro - the world's most important competition dedicated to olive oil made "south of the Equator".

Information and registration at www.solagrifood.com

Verona, 29 July 2015 – South Africa 7-11 September 2015 will become the world olive oil capital. In the wake of the 2014 event in Santiago, Chile, the Southern Hemisphere Sol d'Oro competition will take place this year in Cape Town.

Sol d'Oro - the world's most important competition dedicated to quality olive oil products organized by Veronafiere - doubled up in 2014 with separate Northern and Southern Hemisphere events to enable produce from south of the Equator to be assessed under the best condition of freshness. Unlike Sol d'Oro Northern Hemisphere, which always takes place in Verona in February, the Southern Hemisphere competition is a travelling event that took place last year in Chile.

The main extra-virgin olive oil producer-countries in the "opposite" season compared to the Mediterranean area where the olive harvest campaign begins in Spring rather than Autumn not only include South Africa and Chile but also Argentina, Brazil, Peru, Uruguay, Australia and New Zealand. Output is still relatively small but characterised by high quality and sensorial characteristics that are rapidly earning wider consensus.

Entries are open for the two categories in the competition: organic olive oil and extra virgin, the latter in turn divided into delicate fruity, medium fruity, intense fruity categories. The uniformity and value in terms of strict assessment that has always characterised the competition will be assured, since Veronafiere has appointed the same Panel Chief for both events, with the task of selecting and then coordinating members of the jury, chosen from among the leading international panellists.

The first edition of Sol d'Oro Southern Hemisphere immediately caught the interest of producers from south of the Equator, with 70 or so samples entered. The initiative proved to be a marvellous visibility opportunity for olive oils taking awards, which were presented to international buyers at Sol&Agrifood 2015. They were also included in the Olive Oil Bar tastings alongside olive oils taking awards in the Sol d'Oro Northern Hemisphere Competition and included in the "Stellar Oils" guide published every year by Veronafiere for distribution to buyers and journalists from all over the world. The last edition of Sol&Agrifood was visited by 64,000 professionals (with approximately 15,000 from 80 countries).

This year's winners will be in the limelight at Sol&Agrifood 2016 scheduled 10-13 April.

For more information and registration: www.solagrifood.com

Veronafiere (www.veronafiere.it) began operations in 1898 and is today the first direct organiser of exhibitions in Italy and second by turnover, as well as among the leaders in Europe.

VeronaFiere is the leader in the agricultural and agro-foods sector, with a share of relative exhibition events in the field of 45%. Over the years it has developed new areas of interest such as the building industry, constructions and transport, furnishing, sport and tourism, as well as university and professional training.

Veronafiere's main international trade fairs include **Vinitaly**, the largest exhibition in the world dedicated to wine, **SOL&AGRIFOOD** (quality food show with a major section dedicated to extra virgin olive oil) and **Enolitech** (international exhibition for Wine-Growing and Cellar Techniques/Olive Growing and Olive Oil Technology) - all held alongside each other every year between March and April. The last edition of Sol&Agrifood was visited by 64,000 professionals (with almost 15,000 from 80 countries).

Sol d'Oro is the most important international olive oil competition in the world.

Veronafiere has carried this commitment forwards since the early 1990s, initially with the Leone d'Oro and then with Sol d'Oro since 2002.

As of 2014, two editions of Sol d'Oro are held: Sol d'Oro Northern Hemisphere in Verona in February as the preview event for Sol&Agrifood and Sol d'Oro Southern Hemisphere, travelling around producer countries south of the Equator.

The competition aims to promote the best extra virgin olive oils and encourage improvements in production quality.

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