



***Competition organised by Veronafiere got underway yesterday and runs until Friday 11 September***

## **CHALLENGE IN CAPE TOWN BETWEEN THE BEST SOUTHERN HEMISPHERE EXTRA VIRGIN OLIVE OILS**

**South Africa – after Chile in 2014 – is home to the second edition of Sol d'Oro Southern Hemisphere. This Veronafiere initiative was made possible thanks to collaboration with the Ministry of Economic Development, Tourism and Agriculture, Western Cape Province and the Cape Town and Western Cape official tourism trade and investment promotion agency (Wesgro). An opportunity for quality olive oil producers in the southern hemisphere to make their names ahead of Sol&Agrifood 2016.**

**Cape Town, South Africa - 8 September 2015.** The olive oil event is a four-country race between produce from Argentina, Uruguay, Chile and South Africa. As of yesterday and through to 11 September, Cape Town is home to the best extra virgin olive oils from south of the Equator taking part in the second edition of the Sol d'Oro Southern Hemisphere competition. The event, created by Veronafiere and this year hosted in South Africa, was held for the first time in Chile in 2014.

The new event splits Sol d'Oro in two, the historic contest organised by Veronafiere in February every year as the preview to Sol&Agrifood – the international quality food exhibition (Verona, 10-13 April 2016 – [www.solagrifood.com](http://www.solagrifood.com)). Sol d'Oro Southern Hemisphere thereby responds to the need to promote in all their freshness those extra virgin olive oils produced in the "opposite" season compared to the main producer countries worldwide, i.e. in Spring rather than Autumn.

The fundamental idea is to promote even further improvements in the quality olive oil through the competition and, especially, comparisons between producers from all around the world. To ensure this result, the competition regulations are extremely strict and the panel of international judges is coordinated by the same panel leader for both editions of the competition - Northern and Southern Hemisphere alike.

As regards organisation, Veronafiere was able to rely on the cooperation of the South African Ministry of Economic, Development Tourism and Agriculture, Western Cape Province and Wesgro, the official agency promoting tourism, trade and investments in Cape Town and the Western Cape area.

As a platform at the service exports by small-medium Italian enterprises, Veronafiere equally grasped the opportunity of this visit to South Africa to organise a meeting with a number of the leading olive oil companies in RSA and exhibitors at Enolitech - International Exhibition of Wine-Growing, Oenology, Olive-Growing and Olive Oil Technologies - scheduled every year alongside Sol&Agrifood and Vinitaly ([www.enolitech.it](http://www.enolitech.it)).

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