



14th edition at Veronafiere 14-20 February 2016

SOL D'ORO NORTHERN HEMISPHERE COMPETITION AT SOL&AGRIFOOD AWARDS FOR THE BEST EXTRA VIRGIN OLIVE OILS IN THE WORLD

The best of Mediterranean olive oil production takes up the challenge of the most important international competition dedicated to olive oils - and the event is now also open to olive oils winning Sol d'Oro Southern Hemisphere awards keen to try their hand against traditional producer countries. New regulations and new business initiatives for the winners and consumer promotion. Free entry for exhibitors and co-exhibitors at Sol&Agrifood 2016. Registration is open until 10 February.

Verona, 11 January 2016 – It will be an exciting contest that will also highlight the effective quality of the new season's product, lining up the best olive oils from the Mediterranean area in the Sol d'Oro Northern Hemisphere event. To make the challenge scheduled at Veronafiere 14-20 February even more global, the event is also open to the olive oils taking awards in the Sol d'Oro Southern Hemisphere competition (held in Cape Town 7-11 September 2015) from Argentina, Australia, Brazil, Chile, New Zealand, Peru, South Africa and Uruguay.

Entries and delivery of samples are already open now through to the closing of 10 February. Entries are free of charge for exhibitors and co-exhibitors at Sol&Agrifood. For more information: www.solagrifood.com/it/area-espositori/concorso-sol-doro/view/sol-doro-emisfero-nord/.

On the strength of its consolidated history and a jury comprising the best international panellists coordinated from the very first year by the same panel leader, Sol d'Oro Northern Hemisphere celebrates its 14th edition once again as the world's most important competition dedicated to extra virgin olive oils. Its status lies not only in assessment quality but also in related business promotion initiatives involving the olive oils winning awards during Sol&Agrifood, the landmark event for the extra virgin olive oil.

The International Exhibition of Quality Agro-Foods for sector professionals is scheduled in conjunction with Vinitaly and Enolitech (10-13 April 2016 – www.solagrifood.com), thereby offering the producers of olive oils earning medals and special mentions an impressive series number of marketing tools and initiatives. These events will be set in motion on 10 April with the announcement of the winners to an audience of experts and international buyers (from 80 countries in 2015); olive oils taking awards will be entitled to apply an "International Sol d'Oro Competition Northern Hemisphere 2016" sticker to their labels with the colour and wording of the award obtained (Sol d'Oro – Sol d'Argento – Sol di Bronzo, respectively gold, silver and bronze). They will also be included in the "Sol d'Oro Stars" Guide for distribution to international buyers and Veronafiere delegates worldwide.

Promotion then continues with guided tastings of the award-winning olive oils in the Mantegna Hall and a walk around tasting organised specifically for the many Italian and international operators attending the exhibition: they will have the chance to enjoy a world tour of quality olive oil output at the Olive Oil Bar managed by ONAIO (National Organisation of Olive Oil Tasters), with presentations of award-winning olive oils in the Sol d'Oro Northern and Southern Hemisphere competitions.

The last innovation this year for olive oils earning special mentions is their use in the finals of the first edition of the Jam Cup - the I Junior Assistant Master Trophy - featuring young members of the Italian Chefs Federation joining in 2016. All in all, the ultimate objective of these promotion activities is to create demand for quality products. In this context and with the aim of encouraging the best ways to use extra virgin olive oils among consumers, Sol&Agrifood welcomes the finals of this important trophy for the first time, where young chefs will take up the challenge of serving the best dish using extra virgin olive oil as a main ingredient.

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