



14th edition at Veronafiere 14-20 February 2016

345 SAMPLES ENTERED FROM NINE COUNTRIES SOL D'ORO NORTHERN HEMISPHERE GETS GOING WITH RECORD ENROLMENTS

Extra virgin olive oils from Italy and Spain - the two most important producer countries - are challenged this year by produce from Greece, Slovenia, Croatia, Portugal, Turkey and Lebanon. A Chilean company that took an award at Sol d'Oro Southern Hemisphere last October is also taking part. The Veronafiere Awards have become a certificate of excellence for olive oils receiving them thanks to recognized among operators all over the world. Sol&Agrifood (10-13 April 2016) will welcome tastings and initiatives to promote "Sol d'Oro Stars".

Verona, 15 February 2016 – A record figure of 345 samples entered - 100 more than last year and up by 38% - saw assessment sessions begin at Veronafiere for Sol d'Oro, the most important international award for quality extra virgin olive oils. Countries of origin also up to nine in all: besides Italy, the best-represented producer country given its position as leader in the production of quality olive oil, and Spain, the top world producer in terms of quantity, this year saw entries from Slovenia, Croatia, Greece, Turkey, Lebanon and Portugal. A Chilean oil has also been entered - after taking an award during Sol d'Oro Southern Hemisphere held in South Africa in October 2015, the producer decided to take up the challenge even 'on the other side of the world'.

These facts and figures already promise high quality levels for samples taking part, despite the difficult campaign seen last year in Italy and other Mediterranean countries. "A significant increase", says Giovanni Mantovani, CEO & Director General of Veronafiere, "that also testifies to the value that producers themselves attribute to the contest, by now acknowledged as an important occasion for comparisons and effective commercial promotion of their own production excellence. The Sol d'Oro sticker that can be affixed to batches of olive oils taking awards has by now itself become a quality certificate recognized by buyers and operators all over the world, while initiatives organised during Sol&Agrifood in turn ensure marvellous visibility and b2b contacts."

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.

Thirteen International panellist are at work, coordinated by Marino Giorgetti, the panel leader of all editions of Sol d'Oro in Italy and elsewhere in the world, to ensure that the same selectivity and uniformity of judgement are always achieved.

Award-winning oils will be given pride of place at Sol&Agrifood, the Quality Agro-Foods Exhibition scheduled 10-13 April 2016 (www.solagrifood.com) through dedicated initiatives themselves going back several years: from the "Sol d'Oro Stars" guide book for distribution to international buyers and Veronafiere delegates worldwide, to tastings and the Oil Bar. An innovation this year is that olive oils taking special mentions will be used during the finals of the Jam Cup; the 1st Junior Assistant Master Trophy will take place precisely during Sol&Agrifood. The event highlights young members of the Italian Chefs Federation for the year 2016.

Veronafiere Press Office

Tel: + 39.045.829.82.42 – 82.85 – 82.10

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