



CONCORSO INTERNAZIONALE "FLOS OLEI"

Introduction

The "**International Competition FLOS OLEI**" aims at enhancing the quality of extra virgin olive oil at international level, awarding prizes to the best products, spreading oil knowledge and thus contributing to its correct marketing. In particular the competition intends to:

- stimulate the workers of this field (olive growers, olive-press operators and packagers) to obtain a high-quality extra virgin olive oil, comparing the different world productions.
- enhance the knowledge and study of quality olive productions of any origin and inform about the profession of the expert taster of virgin and extra virgin olive oil, who is able to assess the excellence of every single product in compliance with E.C. and International regulations both individually and as a member of a panel.
- promote information about the health-giving and nutritional qualities (Mediterranean Diet) of quality extra virgin olive oil in the different fields of consumption (school canteens, cooking courses, wine bars, restaurants, importers, buyers, etc.).

Regulation

Article N. 1

The "**International Competition FLOS OLEI**" is open to:

- Olive growers producers
- Oil-Mills
- Social Oil-Mills and Co-operatives of producers
- Associations of producers
- Traders packagers

The selections sent to the competition must constitute the majority of the products marketed by the above-mentioned producers, in order to be representative of their identity.

Participation in this International Competition is subject to acceptance of the following rules and of the final assessment of a panel of expert tasters.

Article N. 2

Extra virgin olive oil of any national and international origin will be admitted to the "**International Competition FLOS OLEI**" only if regular application (questionnaire) is sent by the established terms. The oil submitted must be packaged in bottles with trademark according to the law, while oil that is marketed loose will not be admitted.



marco oreggia
E.V.O. srl

Via Positano, 100 - 00134 Rome (Italy)
Tel. & Fax: +39 06.7197254

E-mail: marco.oreggia@gmail.com Web: www.flosolei.com Shop: <http://shop.flosolei.com>



**CONCORSO INTERNAZIONALE
"FLOS OLEI"**

Article N. 3

Participants in the International Competition should send the following material **at their cost**:

- 3 (three) 0.250 or 0.500 or 0.750 lt samples of each variety of extra virgin olive oil you wish to submit to the Competition. Other sizes are allowed, provided the total volume is over 0.200 litres.
- A high resolution (minimum 300 dpi) computerized version (.pdf, .jpg, .tif) of the label with different files for every type of oil submitted to the selection.
- We cannot accept extra virgin olive oil samples without label.
- The form written in block capitals (every page and item, especially the colored ones).
- The chemical analysis of the extra virgin olive oils you send (at least acidity and peroxides) and in case of Organic and/or Biodynamic Farming its certification.
- Your brochure (if available) or historical and interesting information and news regarding your farm.

The above-mentioned material should be sent to:

Marco Oreggia
Via Positano, 100
00134 Roma (Italia)

According to the origin of the oils taking part in the Competition, there will be two different forwarding deadlines. **No exceptions to these terms are admitted.**

Northern Hemisphere (Europe, Asia, North Africa and Centre-North America)
From **1st February** to **31st May** of every year.

Southern Hemisphere (Southern America, Southern Africa and Oceania)
From **1st June** to **15th August** of every year.



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Article N. 4

To take part in the International Competition it is necessary the following contribution:

- € 150.00 (including charges) for N. 1 sample (3 bottles).
- € 200.00 (including charges) for N. 2 samples (6 bottles).
- € 250.00 (including charges) for N. 3 samples (9 bottles).
- € 300.00 (including charges) for N. 4 samples (12 bottles).
- € (including charges) for N. ... samples (... bottles).

From the first sample and for every supplementary sample it is necessary a mark-up of 50.00 euro (including charges). Samples sent by two or more different farms belonging to the same company, which may be described separately in the Guide, cannot be considered different varieties of olive oil of the same farm. Payment should be effected before sending the form and copy of the receipt of payment should be enclosed. We also remind you to write the **Name of the Farm** and the object of payment "**International Competition FLOS OLEI**".

Payment can be effected in the following ways:

- Payment into bank current account:

BANCA SELLA

In the name of: E.V.O. srl

IBAN: IT96J0326822300052869640400

BIC-SWIFT: SELBIT2BXXX

BANCO POSTA

In the name of: E.V.O. srl

C/C Postale N°: 000099965808

Via Ardeatina km 12 - 00134 Roma (Italia)

IBAN: IT12S0760103200000099965808

BIC-SWIFT: BPPIITRRXXX

- **Online payment on:**

<http://shop.flosolei.com> (American Express, Visa, Mastercard, Pay Pal)

In case of international bank transfer (non-EU) all bank charges are the responsibility of the farm carrying out the operation. The option to be chosen should be OUR (commission entirely borne by the payer) and not SHA (fees shared between originator and beneficiary). In fact, choosing the OUR option the bank will not deduct the transaction fees from the sum reclaimed and this one will correspond to the sum required for the entry to the Competition.



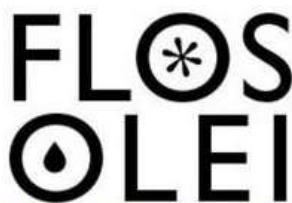
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Article N. 5

The organizers accept no responsibility for delivery beyond the established terms, for partial or complete loss of the samples during transport, for chemical-physical or organoleptic adulterations of the samples due to range of temperature, breaks or anomalies. Shipping costs, including customs or health expenses as far as destination (Marco Oreggia - via Positano, 100 - 00134 Roma - Italia) are completely charged to the participating farms. It is however advisable to comply strictly with what stated in the form (questionnaire). From reception of the samples until their presentation to the panel the organizers will be responsible for their correct and adequate preservation and will guarantee they are intact.

Article N. 6

The panel, coordinated by **Marco Oreggia**, is constituted by expert Italian and international tasters with COI certification, also enrolled in the National Registry of Technicians and Experts of Virgin and Extra Virgin Olive Oil. All expert tasters have to sign an Ethical Code. Expert tasters connected in any way with the participating farms are allowed to attend only during sessions concerning oil samples coming from other regions or countries, or as auditors.

Article N. 7

The samples of extra virgin olive oil will be submitted to the panel, who will proceed to the organoleptic analysis following the **COI method** in an "open" way, referring their opinion to the coordinator, who will fill in a specific card for the assessment of the sensory profile. The assessment of the panel will be final and unappealable.

Article N. 8

"Quality prizes" will be awarded to twenty farms called "**The Best 20**", which will have reached excellent results in every category, optimizing the whole productive sector. This list depends on the high organoleptic qualities of the single products examined by the panel of experts, but it also takes into account the quality level of the producers over the years and consequently the importance they have for their territory. Besides "**The Best 20**", three awards are given to The Importer of the Year, The Restaurant of the Year and a "**Special Award**" is dedicated to the journalist *Cristina Tiliacos*. This prize is awarded to people, bodies and trade associations that have committed themselves to the promotion and diffusion of olive cultivation.



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The Best 20 and Awards

- *The Farm of the Year*
- *The Emerging Farm*
- *The Frontier Farm*
- *The "Made with Love" Farm*
- *The Best Extra Virgin Olive Oil of the Year*
- *The Best Extra Virgin Olive Oil - Quality/Packaging*
- *The Best Extra Virgin Olive Oil from Organic Farming*
- *The Best Extra Virgin Olive Oil from Organic Farming and Pdo/Pgi*
- *The Best Extra Virgin Olive Oil - Extraction System*
- *The Best Extra Virgin Olive Oil - Quality/Quantity*
- *The Best Extra Virgin Olive Oil - Quality/Price*
- *The Best Extra Virgin Olive Oil Monovarietal - Light Fruity*
- *The Best Extra Virgin Olive Oil Monovarietal - Medium Fruity*
- *The Best Extra Virgin Olive Oil Monovarietal - Intense Fruity*
- *The Best Extra Virgin Olive Oil Blended - Light Fruity*
- *The Best Extra Virgin Olive Oil Blended - Medium Fruity*
- *The Best Extra Virgin Olive Oil Blended - Intense Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Light Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Medium Fruity*
- *The Best Extra Virgin Olive Oil Pdo/Pgi - Intense Fruity*
- *Award The Importer of the Year*
- *Award The Restaurant of the Year*
- *Special Award "Cristina Tiliacos"*



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Article N. 9

Besides the farms included in the Best 20, all farms passing the panel selection with a score of at least 80/100, will be included in a yearly guide called "**FLOS OLEI - a guide to the world of extra virgin olive oil**" published by the company **E.V.O.** and edited by **Marco Oreggia** and **Laura Marinelli**. It is the first and only Guide dealing on an international scale with the best world's extra virgin olive oils. The Guide, written in two languages (Italian-English), consists of a presentation of about 50 countries belonging to 5 continents and also contains a description of the Italian and Spanish regions, supplying historical and cultural information, production data, typical varieties and areas protected by names of origin. The detailed cartography includes both the best olive areas and the ones protected by names of origin. Moreover, every farm is described in a card with notes about oil tasting and gastronomic matches. In the existing publishing industry, the Guide aims at representing a new and stimulating product about the delicate sector of olive growing and is therefore written as an effective, modern and universal means of information. Thanks to the careful and quality work behind it, this Guide is a point of reference for all consumers interested in good food and for national and international workers of the sector.

Article N. 10

The prizes will be communicated to the winners and then awarded during the official presentation to the press of the book "**FLOS OLEI - a guide to the world of extra virgin olive oil**" on the occasion of its yearly publication. National and international mass media will be informed about the prize-giving ceremony. The awards and the Guide are widely disseminated among journalists through press offices, but also in the sectors of catering and national and international distribution.

Article N. 11

The organizers reserve the right to modify the present regulation in any moment if it should be necessary.



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