

REVIEW

4th International Olive Oil Award & OLIO Zurich 2005



Sensory Evaluation vs.
Consumer Preferences

4th International Olive Oil Award - Zurich 2005

Participation:

- 143 Olive Oils
- 11 countries



4th International Olive Oil Award - Zurich 2005

Category	Gold	Silver	Award
intense	5	5	17
medium	1	5	12
mild	0	0	0
Total	6	10	29

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March 30, 2006



5th International Olive Congress - Zurich 2006

OLIO 2005 an der Gourmesse

Ranking by Preference:

- 143 Olive Oils (extra vergine)
- 564 consumer
- 2820 single results
- approx. 20 results for each Olive Oil

➔ **15 Favourites**

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OLIO 2005 an der Gourmesse

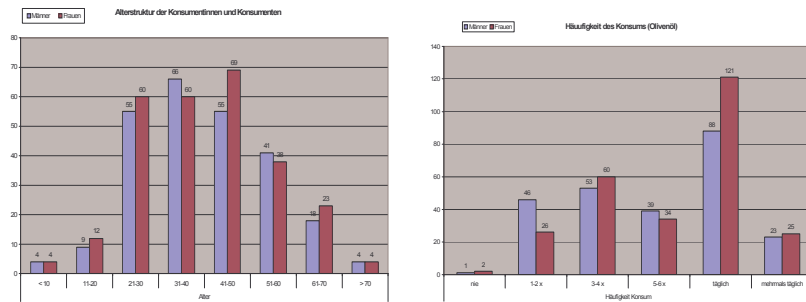


Abb. 1: Alterstruktur der Konsumentenschaft beim OLIO (links) und Konsumgewohnheiten (rechts).

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Why does the consumer like
Which oil ???



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- The question one has to answer is ...

What objective criteria are responsible for consumer preferences ?



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- The answer may be found by ...

- (1) Analysis of marketing criteria
- (2) Analysis of product criteria
(based on sensory evaluation)



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Analysis of marketing criteria

- Label / Origin ...
 - DOP / GUB
 - IGP / GGA
 - Area of Origin
 - Country of Origin
 - Varieties (one variety / 100% or several different varieties)
 - Blends
 - other Label (HS, ...)



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Analysis of marketing criteria

- Bio
 - biological ⇔ conventional
- Filtration
 - filtrated ⇔ not filtrated



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<i>Category</i>	<i>Gold</i>	<i>Silber</i>	<i>Award</i>
DOP / GUB (43)	3	2	13
IGP / GGA (6)	0	1	1
Area (70)	3	7	14
Country (10)	0	0	1
EU-Blend (1)	0	0	0
Total	6	10	29

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<i>Category</i>	<i>Gold</i>	<i>Silber</i>	<i>Award</i>
One variety (100%) (57)	3	4	10
Several varieties (86)	3	6	19
Total	6	10	29

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Category	Gold	Silber	Award
Conventionel (99)	4	9	21
Bio (44)	2	1	8
Total	6	10	29

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Ifd. Nr.	OLIO 2005	IOOA 2005	Land	Name des Produktes	Produzent / Importeur
75	1	S	I	MB "Cerasuola"	MGM Group Corporation
26	2	A	Chile	PETRALIA	TERRAMATER
73	3	G	I	Nobile di Sicilia	MGM Group Corporation
15	4	A	E	RINCÓN DE LA SUBBÉTICA	ALMAZARAS DE LA SUBBÉTICA, S.C.A. 2º
72	5		I	SELINUS	MGM Group Corporation
88	6		E	Tierra del Sur	Raurica Gourmet
56	7	A	I	I Olao	ARGIOLAS
76	8	S	I	Falconero "DOP Valli Trapanesi"	MGM Group Corporation
4	9		I	Olio Extra Vergine di Oliva	olivenöl.ch
112	10	A	I	Fiore del Belice	Azienda Agricola Lombardo
82	11		GR	DOP Sitia	GAEA Products
50	12	G	I	FILIPPO BERIO DOP MONTI IBLEI	COOP
62	13		GR	ILIADA Peza	NECTRA FOOD

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Analysis of product criteria:

- statistical analysis of objective sensory data - collected within a panel of experts - and subjective / preference data - collected from the consumer.
- combination of the data in order to build a “preference mapping”



Positive Attributes (organoleptic assessment)

- ✓ fruity
- ✓ bitter
- ✓ pungent, pepper

- ✓ like nuts, almond, pine (fresh or dried)
- ✓ like gras (freshly cut)
- ✓ like fruits and vegetables
e.g.: citrus, apple, banana, green tomato, artichoke, herbs, ...
- ✓ made of green olives
- ✓ made of ripe olives



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1st step:

- PCA (Principal Component Analysis)
 - reduction of the multidimensionality of the database
 - concentration on the most important criteria, which are data that show the biggest variability of the database



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2nd step:

- Multiple Regression Analysis
 - e.g. „Preference Mapping“



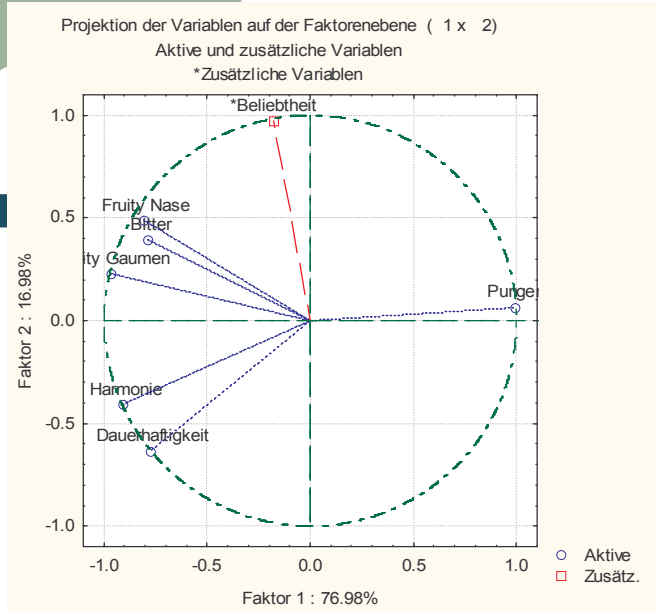


Abb. 2: PCA Öl Nr. 75 – Klassifizierungskriterien (blau), Beliebtheit (rot)

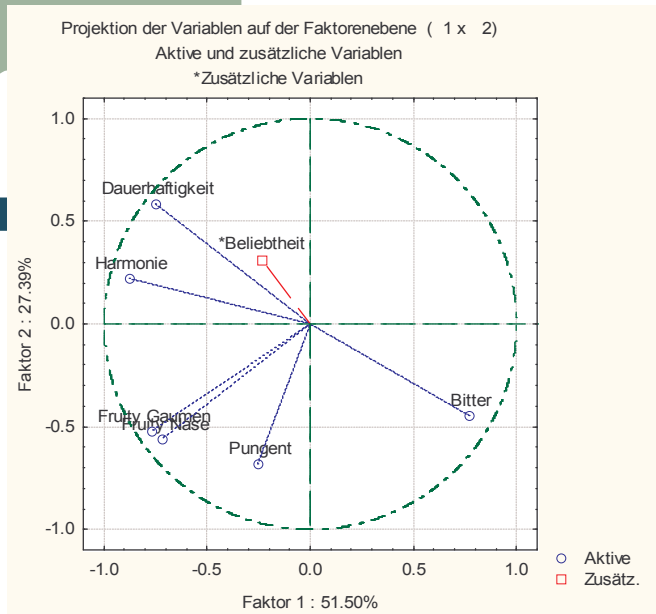


Abb. 3: PCA Öl Nr. XX – Klassifizierungskriterien (blau), Beliebtheit (rot)



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