



Welcome to Wädenswil

12th International Olive Congress
Zurich 2013



12th International Olive Congress - Zurich 2013



AWARD CEREMONY

International Olive Oil Award – Zurich 2013

International Olive Oil Award – Zurich

→ Test Procedure IOOA (1)



International Olive Oil Award – Zurich

→ Test Procedure IOOA (2)

1st step

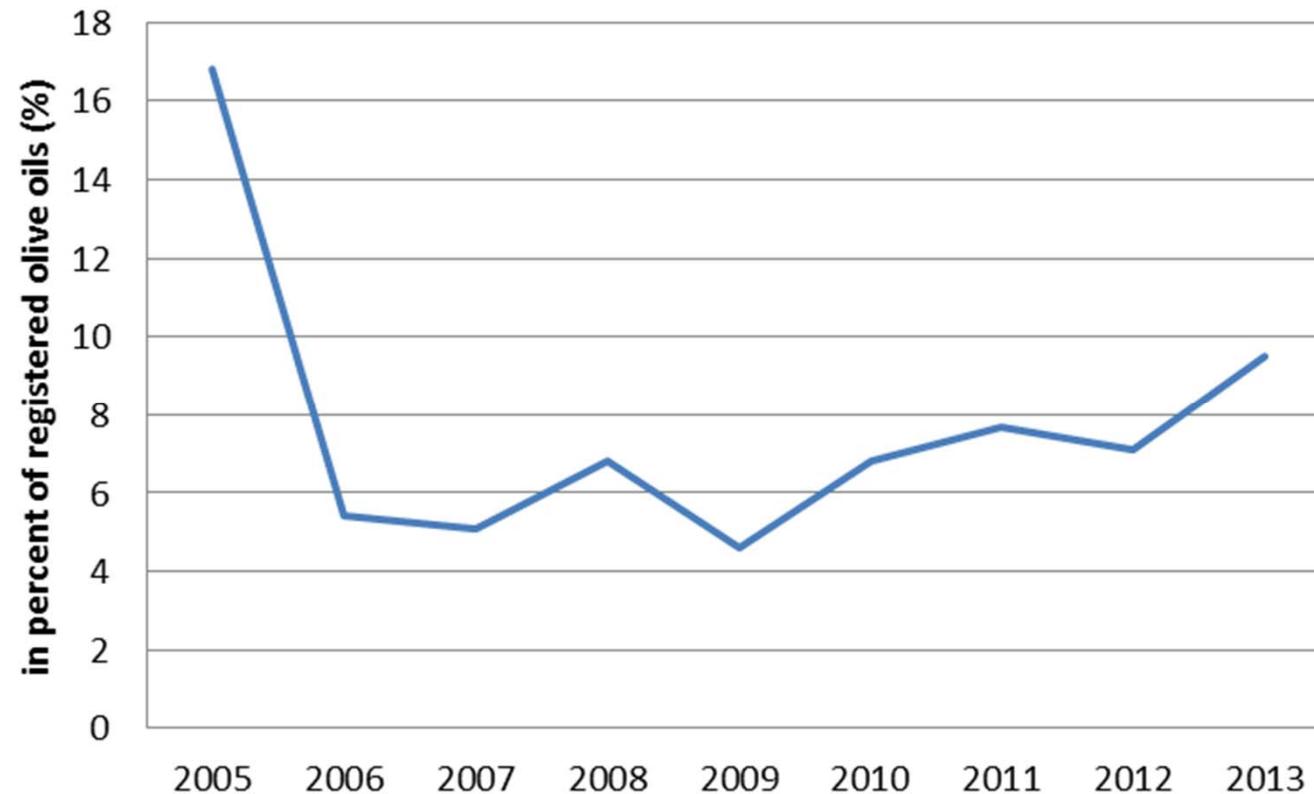
- Pre-Test (Screening)
- 3 trained experts/panelists → orientation
- Screening of the intensity of fruitiness
 - light
 - medium
 - intense
- Search for defects

→ Aim: Selection of Olive Oils for Panel Test 1
(blind tasting)



12th International Olive Oil Award - Zurich 2013

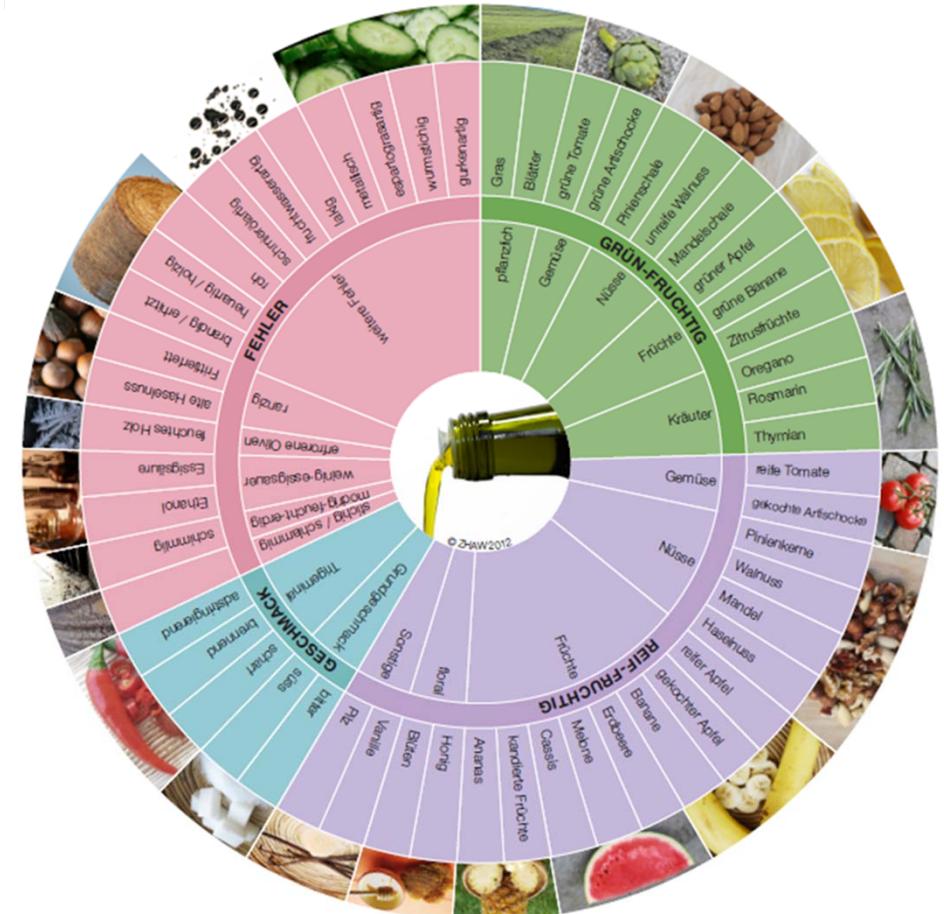
Defect Olive Oils / 2006-2013 in %



International Olive Oil Award – Zurich

→ Swiss Olive Oil Panel SOP

- n = 36
 - First Screening in 2002
 - Several Screenings 2002-2013
(via „Sensory-Licence Olive Oil“)
 - Monitoring since 2002
„in situ“ und „virtual“
 - External panelists



→ Aim: Monitoring of a Pool of regularly Trained Panelists → Panel of Experts accredited according to ISO 17025



**S SCHWEIZERISCHER PRÜFSTELLENDIENST
T SERVICE SUISSE D'ESSAI
S SERVIZIO DI PROVA IN SVIZZERA
S SWISS TESTING SERVICE**

International Olive Oil Award – Zurich

→ Test Procedure IOOA (2)

2nd Step

- Panel Test 1 (blind tasting)
- Swiss Olive Oil Panel (SOP) → min. 8 - 10 results / olive oil
- Blind-Tasting in the Sensory Lab → 3 digit coding and „latin square“ presentation design
- advanced profile sheet
 - according to EC regulation 640/ 2008
 - advanced with description of aromatic compounds, harmony and persistency



→ Aim: Selection of Olive Oils for Panel Test 2
(blind tasting / final evaluation)



 zhaw Life Sciences und Facility Management	Prüfverfahren Profile Sheet (Paneltest + Positivbeschreibung) FG Lebensmittel-Sensorik	LMT-SEN-F48-303d Seite: 1 / 1 Datum: 27.06.2012																																																																																																																																																																		
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Profile Sheet

→ IOOA



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→ Defects (Profile Sheet IOOA)

Date: _____

Tester: _____

Code: _____

Negative Attributes

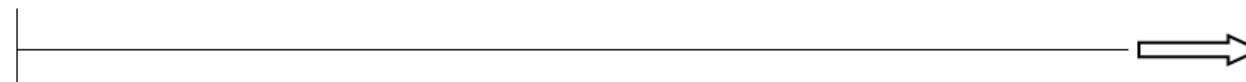
1 fusty - muddy sediment



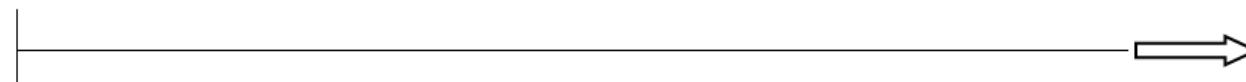
2 musty - humid - earthy



3 winey - vinegary - acid-sour



4 frostbitten olives (wet wood)



5 rancid



6 others (to specify)



International Olive Oil Award – Zurich

→ Positive Attributes (Profile Sheet IOOA)

Positive Attributes

7a fruity

Nose (orthonasal) →

GREEN

	+	++	+++
Green olive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Freshly cut grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green nutskin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green almondskin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green pineskin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green artichoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green tomato	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herbs (rosemary, oregano, thyme, ...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green apple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green banana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citrus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RIPE

Ripe olive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweet (not bitter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dried nuts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dried almonds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dried pinekernel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooked artichoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ripe tomato	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mushrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ripe apple	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ripe banana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Black currant (Cassis)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Melon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Candied fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional attributes (to specify and evaluate)

+

7b fruity

Palate (retronasal) →



Example: Spider-Web → Aroma Description

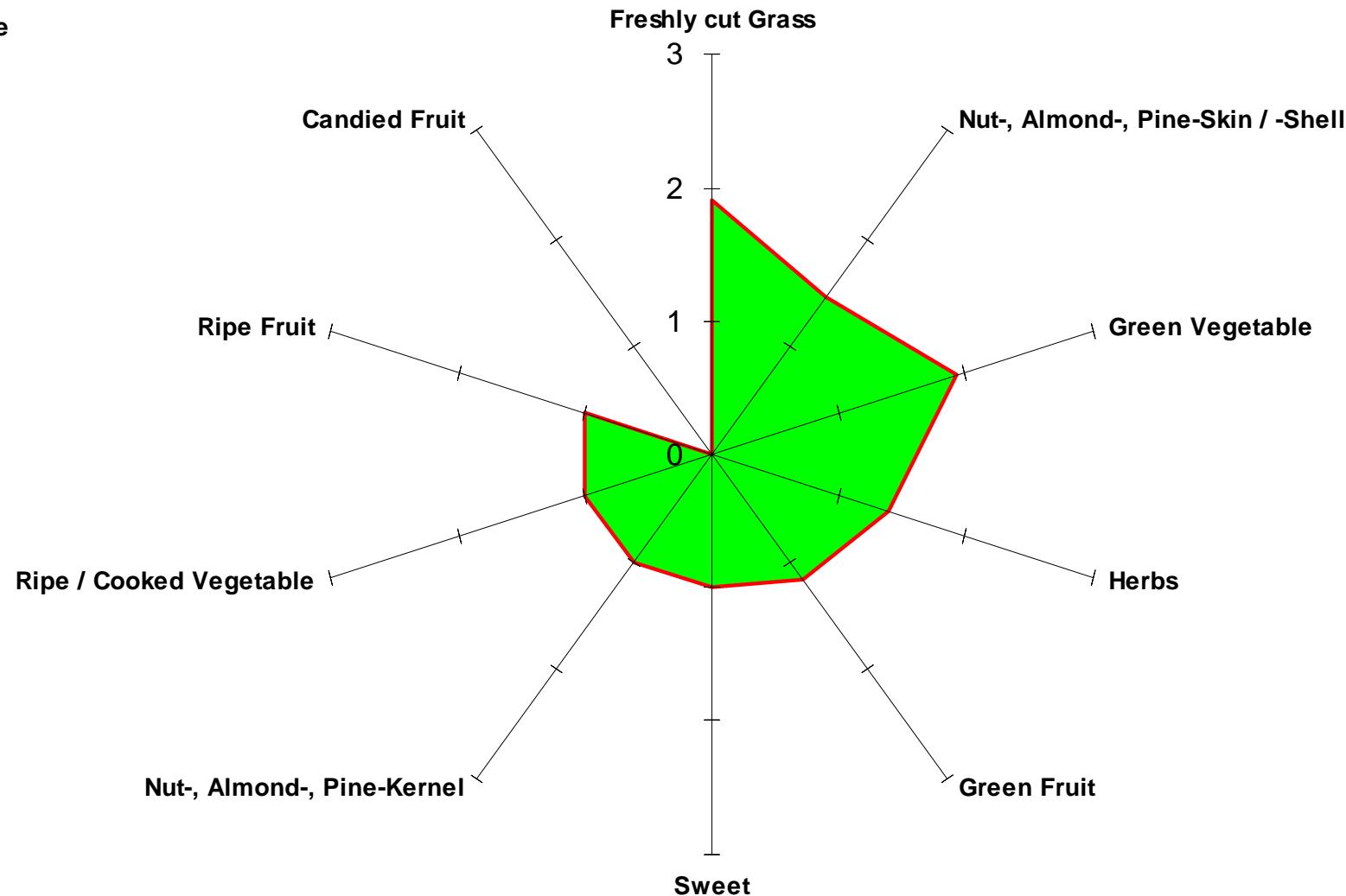
Mean / Intensity Skale 0 - 3

0 = not detectable

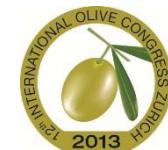
1 = slightly

2 = noticeable

3 = intense



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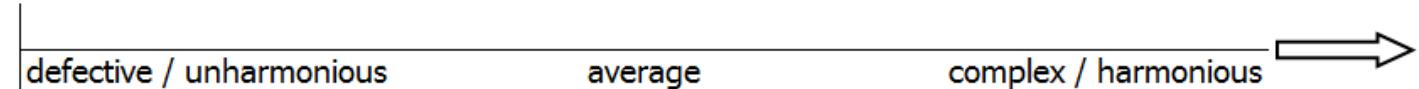


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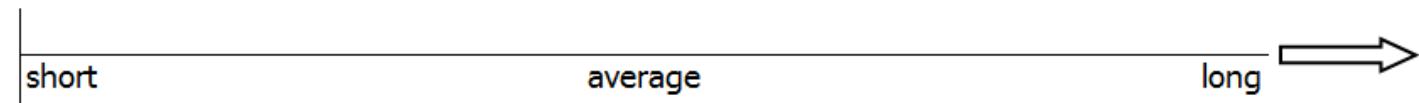
→ Overall Impression (Profile Sheet IOOA)

Overall-Impression

10 Harmony (Flavour)



11 Persistency



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→ Test Procedure IOOA (3)

3rd Step

- Panel-Test 2 (blind tasting / final evaluation)
- Swiss Olive Oil Panel (SOP) → min. 8 -10 results / olive oil
- Blind-Tasting → 3 digit coding and „latin square“ presentation design
- advanced profile sheet
 - according to EC regulation 640 / 2008
 - advanced with description of aromatic compounds, harmony and persistency



→ Aim: Definition of the «Winning Oils» in the categories:
„Golden Olive“ / „Silver Olive“ / „Award“



International Olive Oil Award – Zurich

→ Booklet → Navigation System for producers, retailers and consumers



International Olive Oil Award – Zurich

→ Test Procedure IOOA (4)

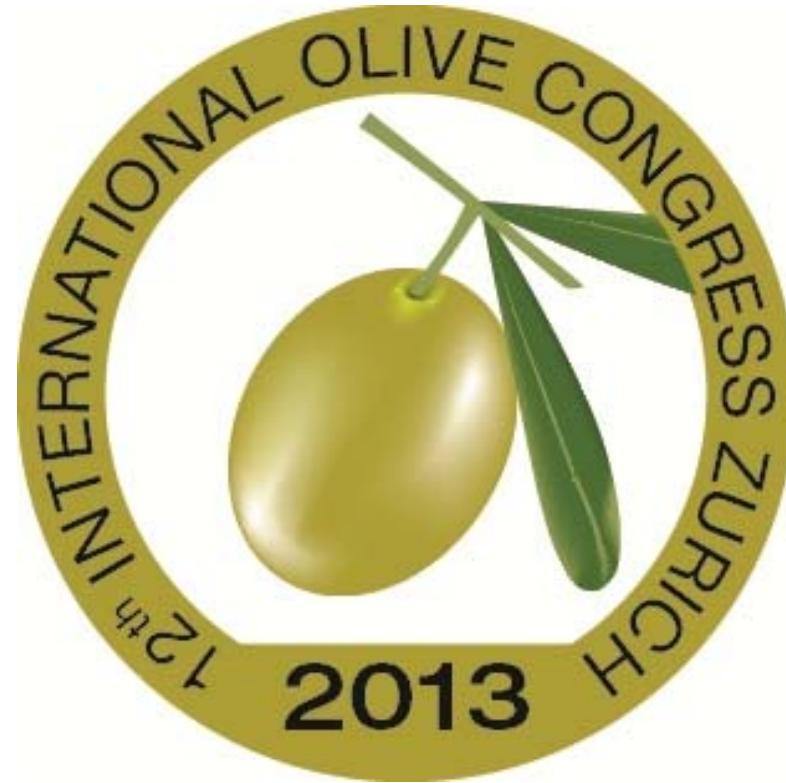
4th Step

- Consumer test (blind tasting)
- Participants of «Gourmesse Zurich» (= Gourmet fair) → min. 90 results / olive oil
- Blind-Tasting → 3 digit coding
- Acceptance-Test (→ Overall Liking)
 - 9-point hedonic scale

→ Aim: Definition of the «*Most Liked*» Olive Oils → «OLIO»



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AWARD CEREMONY

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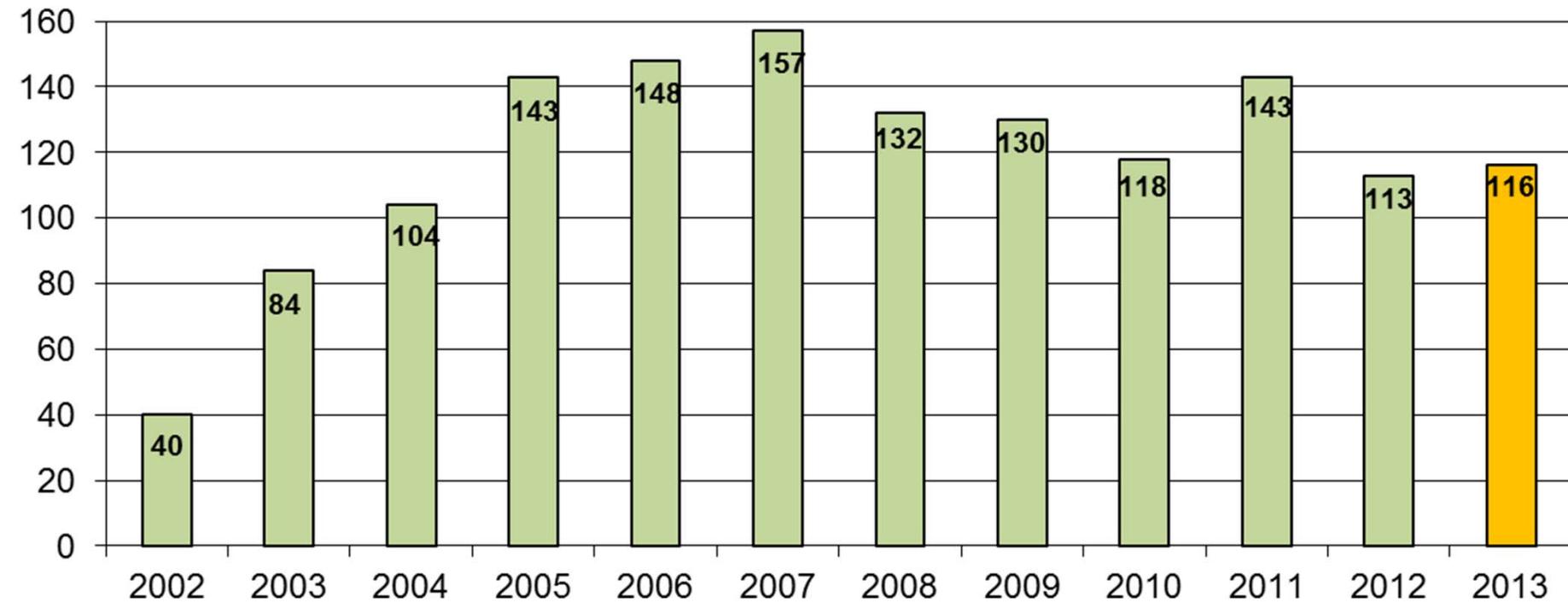
Participation 2013

- 116 Olive Oils
- 11 Countries



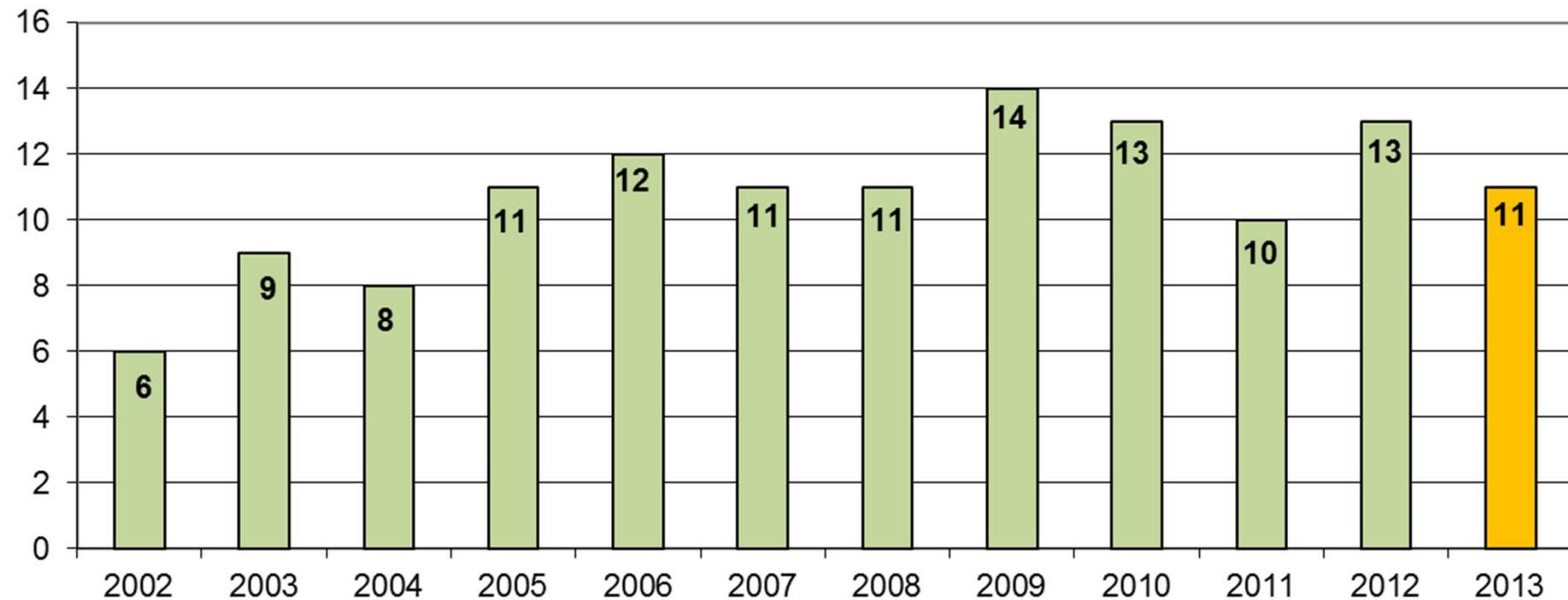
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Number of Participating Olive Oils / 2002-2013



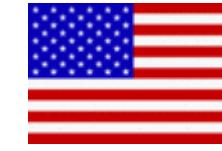
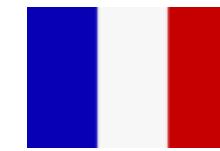
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Number of Countries / 2002-2013



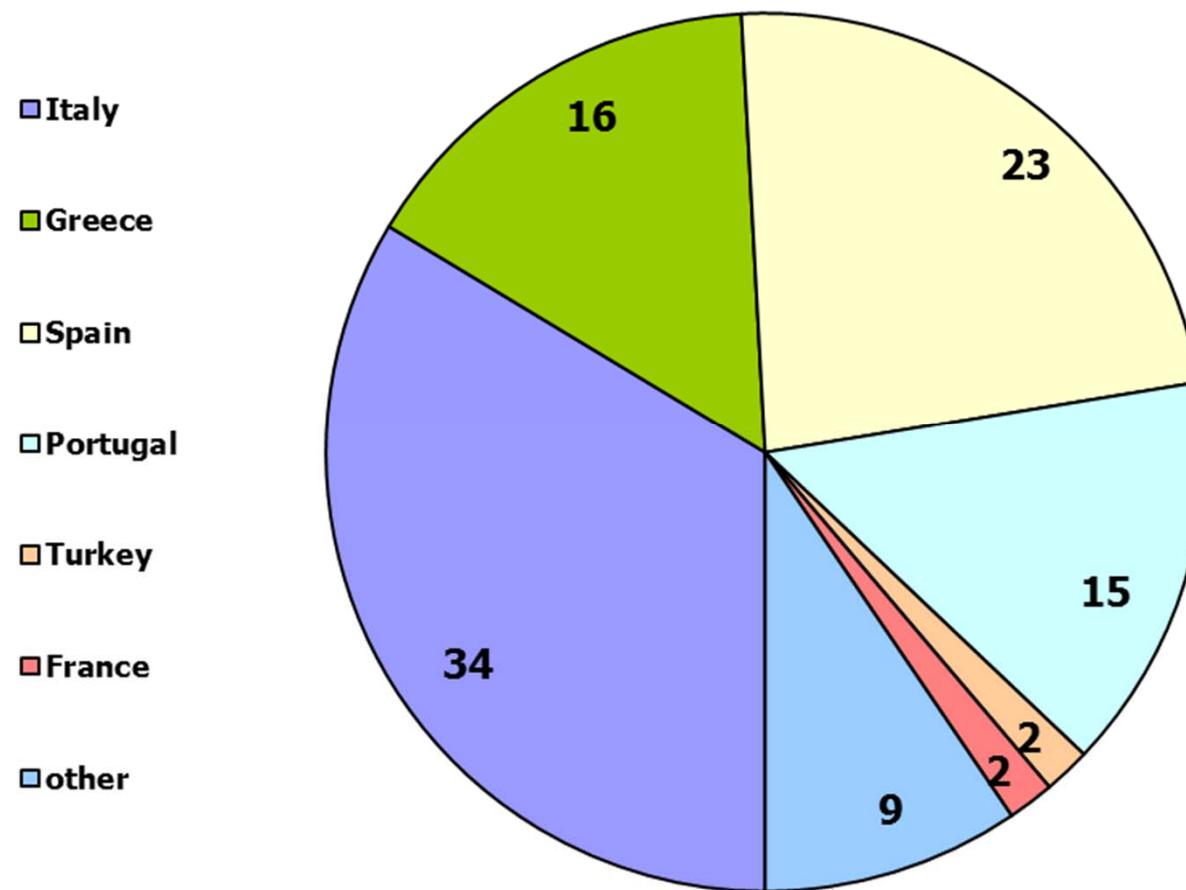
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Participating Countries 2013



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Participants per Country 2013 in % (n = 116)



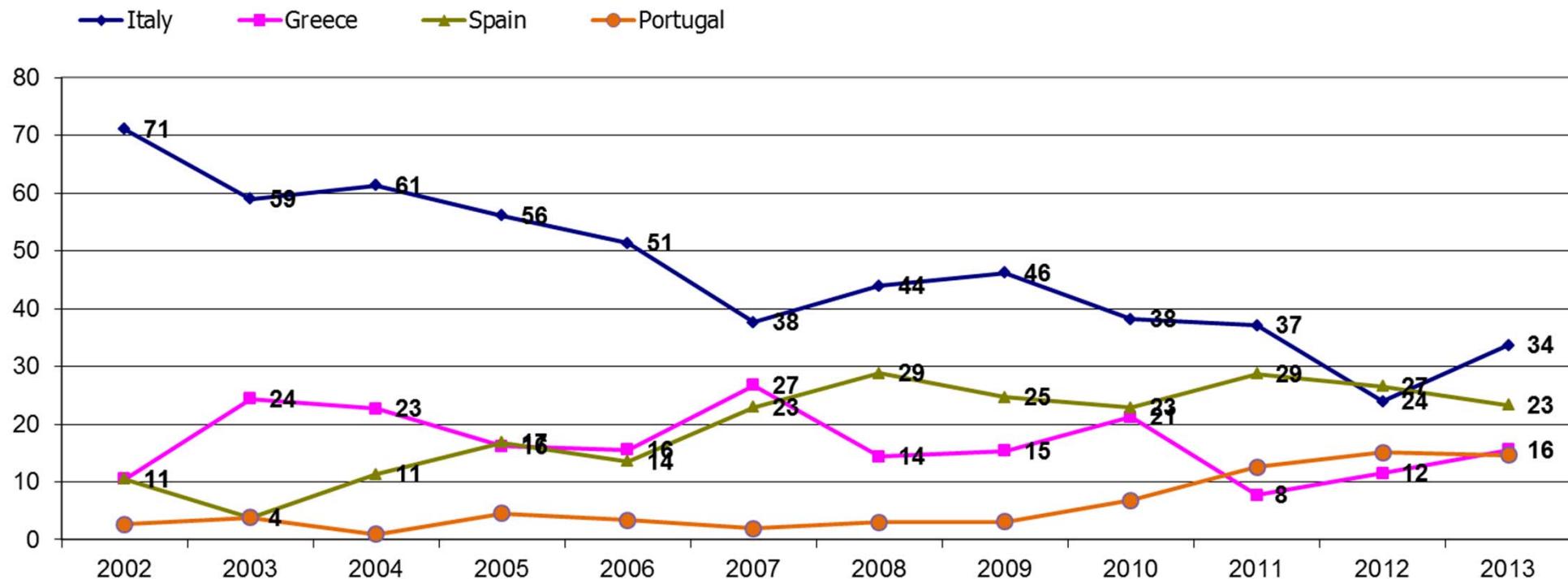
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Participants per Country 2013 (n = 116)

Country	Number of participants	%
Argentina	1	0.9
Croatia	2	1.7
Egypt	2	1.7
France	2	1.7
Greece	18	15.5
Israel	3	2.6
Italy	39	33.6
Portugal	17	14.7
Spain	27	23.3
Turkey	2	1.7
USA	3	2.6
Total	116	100

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Participants per Country / 2002-2013 in %



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AWARDS

- 5 x Golden Olive
- 8 x Silver Olive
- 16 x Award



SPECIAL Prizes

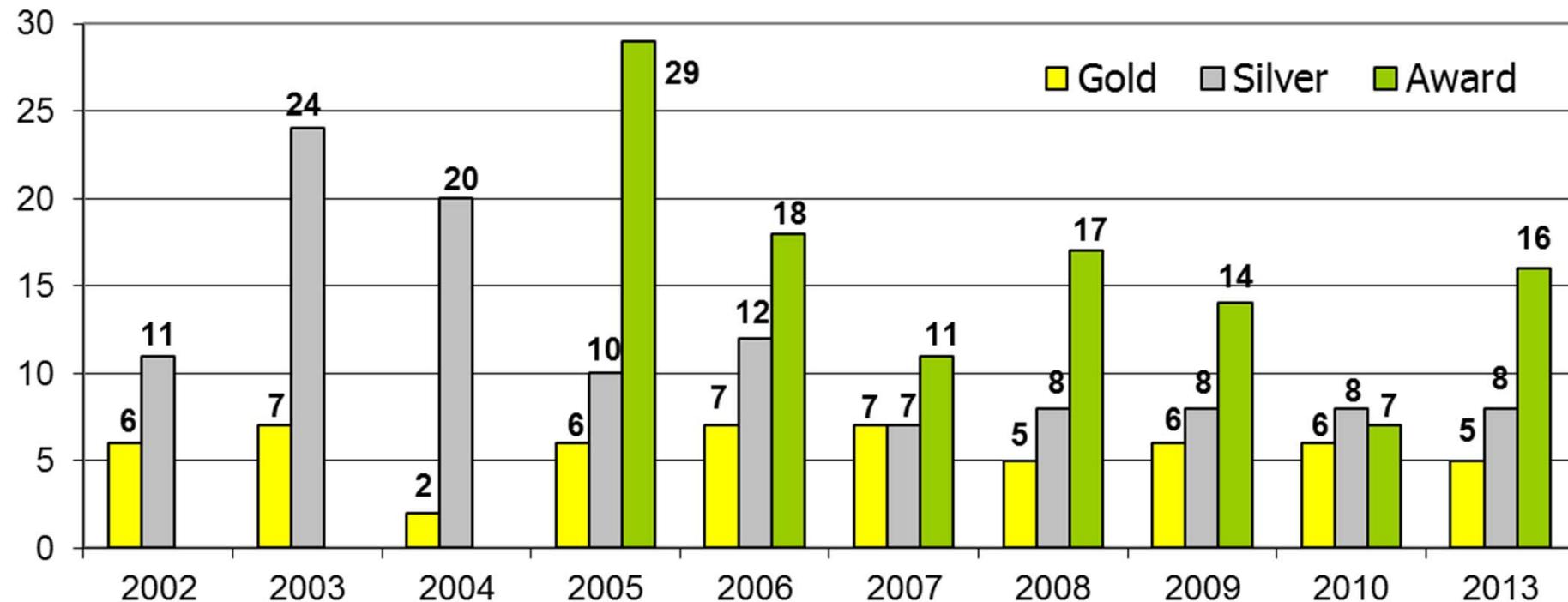
- 4 x “Best of ...”
 - Italy, Spain, Portugal, Greece
- 1 x “Best Mono-Variety” (from 63)
- 1 x “Best Organic” (from 53)



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Amount of Awards / 2002-2013

→ Golden Olive / Silver Olive / Award



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Category	Gold	Silver	Award
intense (17)	4	4	6
medium (68)	1	4	10
light (31)	0	0	0
Total	5	8	16

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Country	Gold	Silver	Award
France (2)	0	1	0
Italy (39)	2	4	9
Portugal (17)	1	0	1
Spain (27)	2	3	6
Total	5	8	16

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Category	Gold	Silver	Award
PDO (DOP; g.U.) (19)	2	2	4
PGI (IGP, g.g.A.) (1)	0	0	0
Area / Country (96)	3	6	12
Total	5	8	16

IOOA 2013 → PDO / PGI

PDO / DOP / gU	Number of participants	Country
Baena	1	Spain
Chianti Classico	1	Italy
Dauno	1	Italy
Mallorca	1	Spain
Molise	1	Italy
Monte Iblei	3	Italy
Moura	1	Portugal
Nîmes	1	France
Priego de Córdoba	4	Spain
Sierra de Segura	1	Spain
Terra d'Otranto	1	Italy
Tras-os-Montes	1	Portugal
Vallée des Baux de Provence	1	France
Valli Trapanesi	1	Italy
PGI / IGP / ggA	19	
Lesbos	1	Greece
	1	

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Category	Gold	Silver	Award
Conventional (93)	4	7	12
Bio (23)	1	1	4
Total	5	8	16

12th International Olive Oil Award - Zurich 2013

Category	Gold	Silver	Award
Mono-Variety (63)	1	5	10
More Varieties (53)	4	3	6
Total	5	8	16

AWARD 2013



■ ■ AWARD 2013

Category „medium“

Product (017):

Primo Bio

Organic
100% Tonda Iblea
Italy / Sicily

Producer:

Frantoi Cutrera di Cutrera
Giovanni & C. snc

Salvatore Cutrera
Chiaramonte Gulfi / Italy

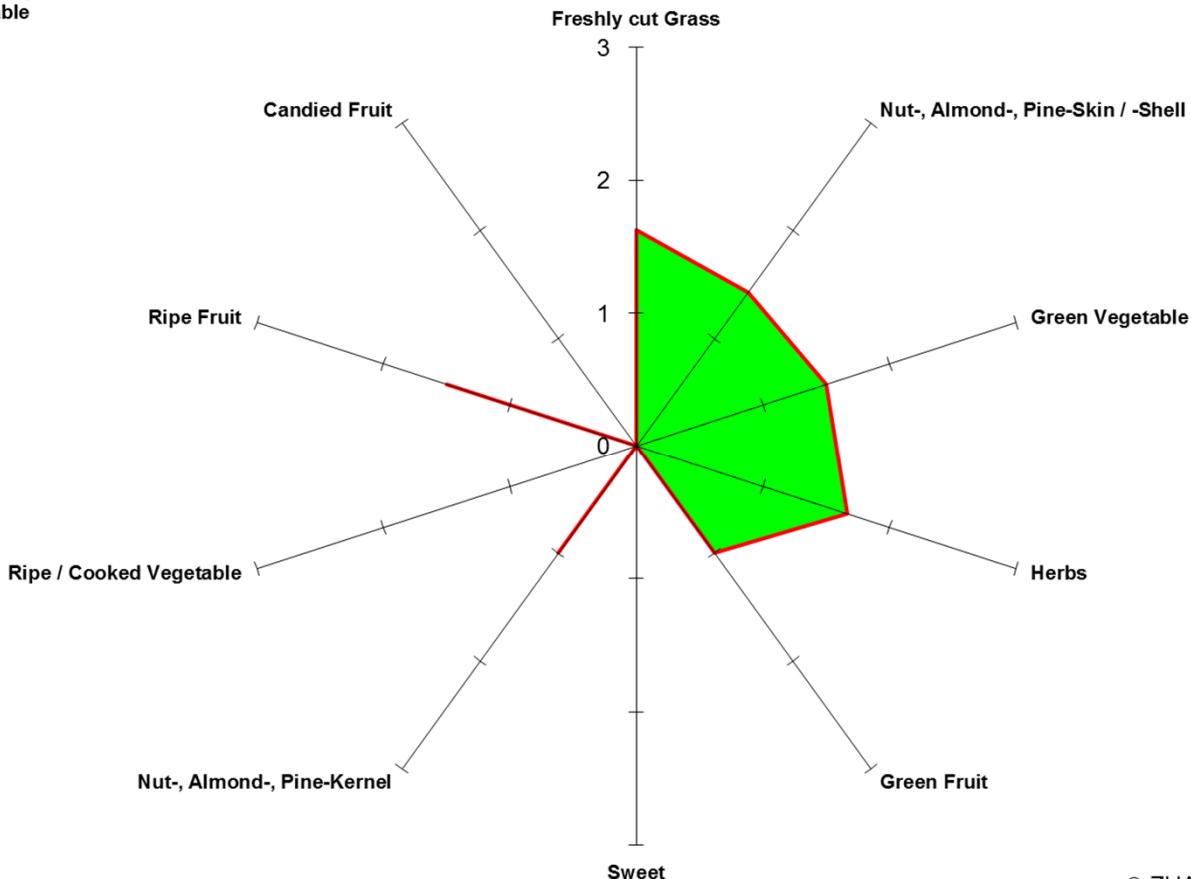
Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green tomato, nutskin,
citrus, herbs

■ AWARD 2013

Category „medium“

Product (018):

Primo DOP

DOP Monte Iblei
100% Tonda Iblea
Italy / Sicily

Producer:

Frantoi Cutrera di Cutrera
Giovanni & C. snc

Salvatore Cutrera
Chiaramonte Gulfi / Italy

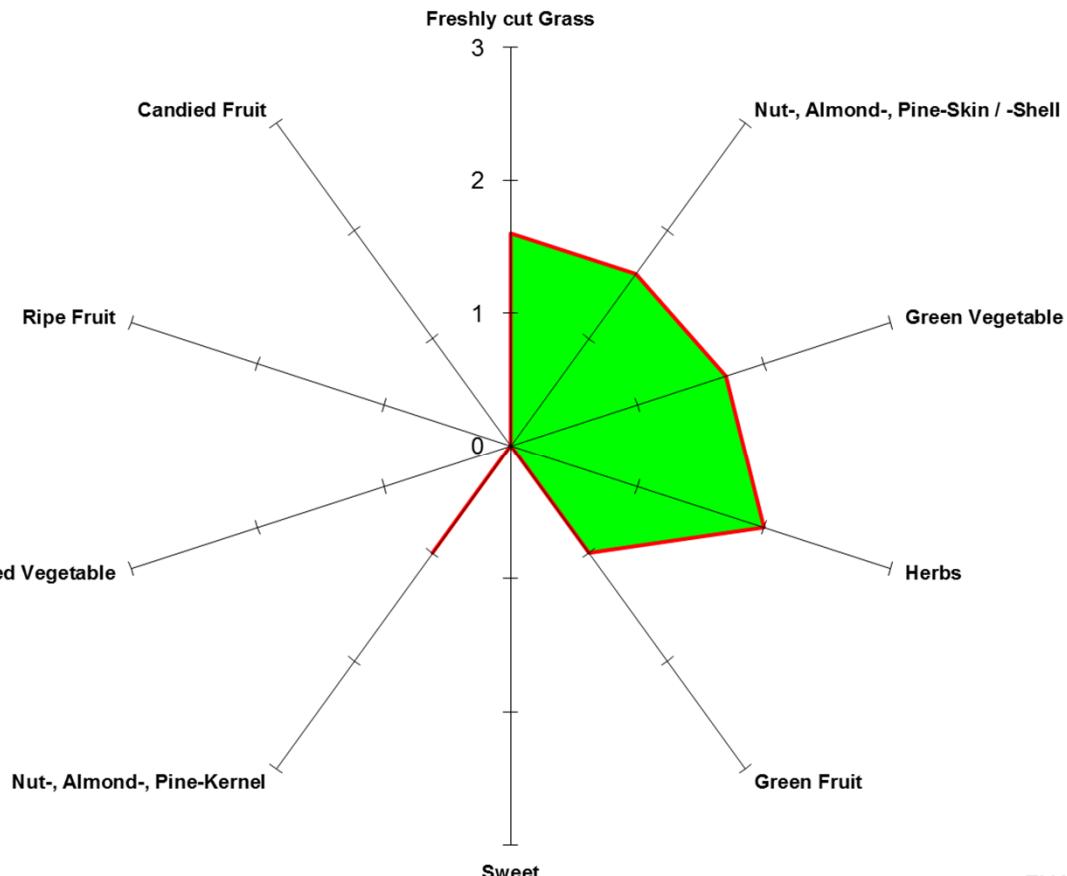
Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



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Sensory Description

green → nutskin, fresh cut grass, green tomato, green fruit (apple, banana), citrus, exotic fruit





AWARD 2013

Category „medium“

Product (043):

RINCÓN DE LA SUBBÉTICA

Organic

DOP Priego de Córdoba

100% Hojiblanca

Spain / Córdoba

Producer:

Almazaras de la Subbética

Pilar Guerrero Roldán

Carcabuey / Spain

Announcement:

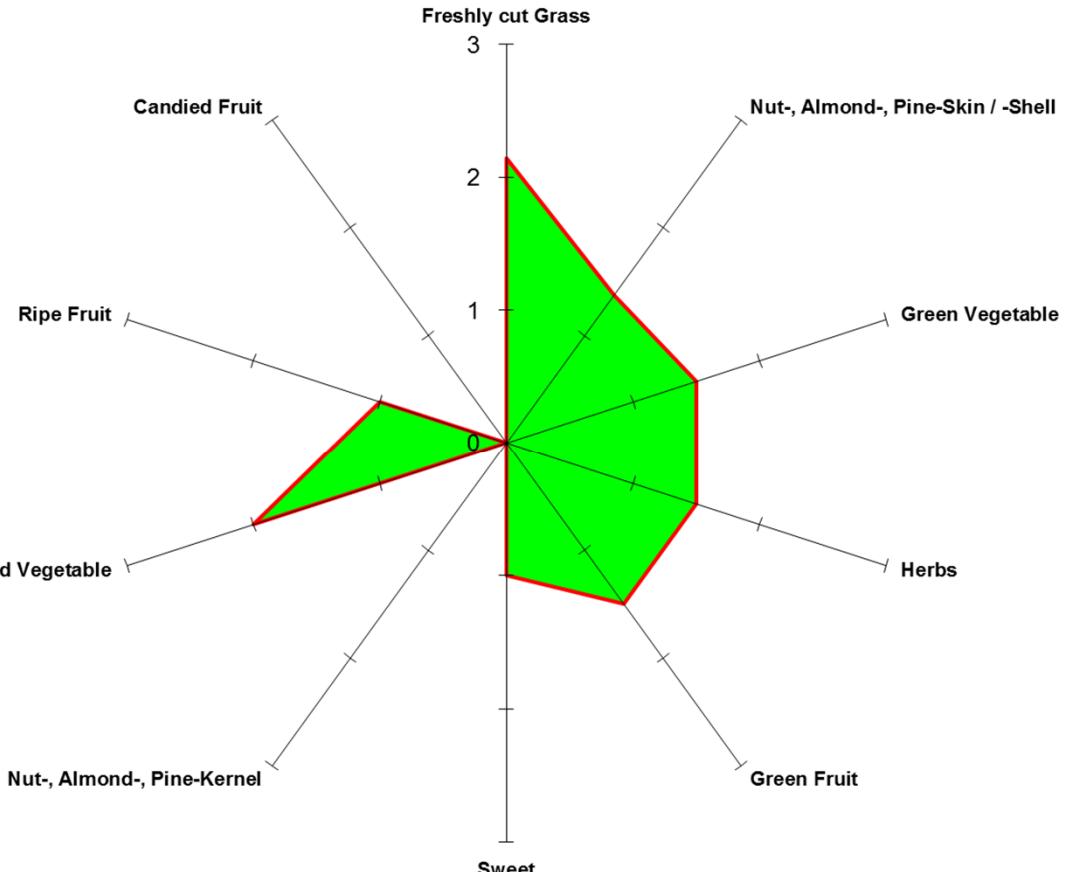
Almazaras de la Subbética

Pilar Guerrero Roldán

Carcabuey / Spain

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green vegetables (tomato, artichoke), herbs, nutskin, green apple



AWARD 2013

Category „medium“

Product (047):

**Melgarejo «Selección
Hojiblanca»**

100% Hojiblanca
Spain / Andalucia

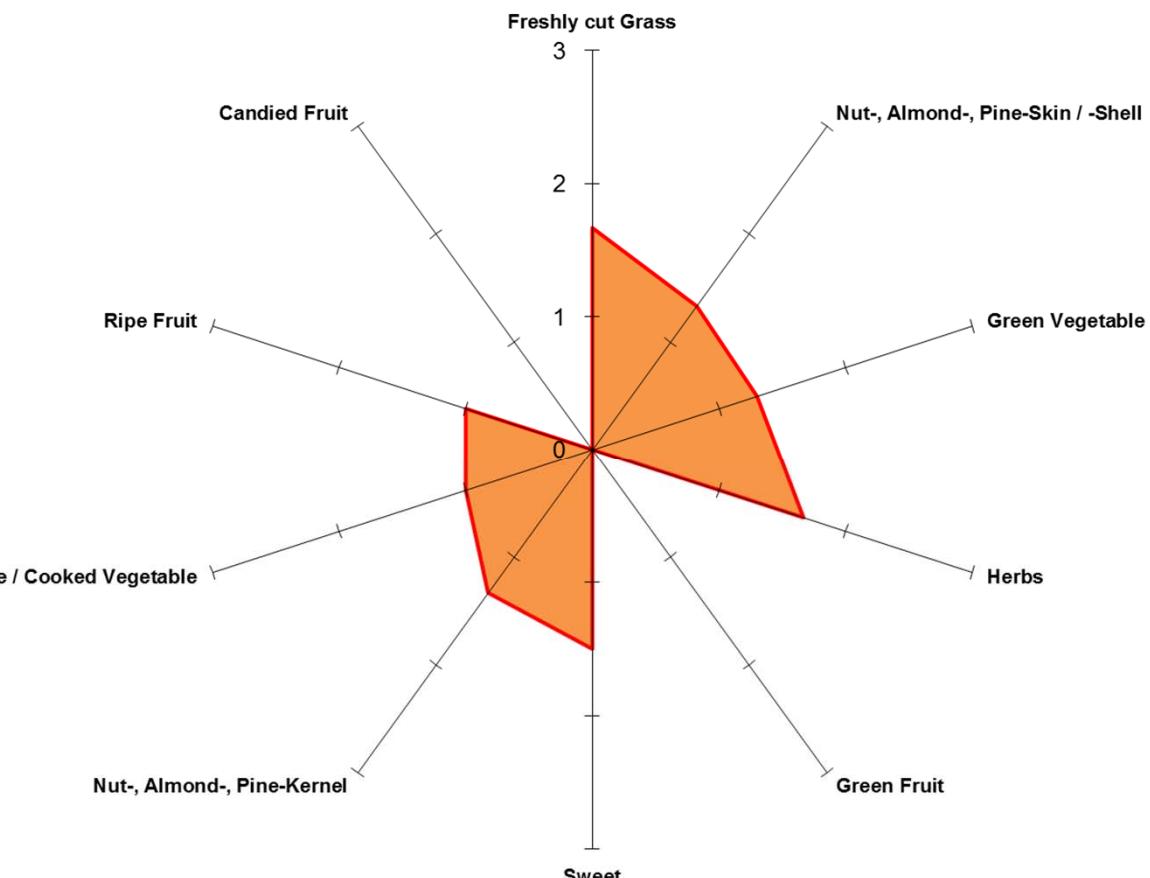
Producer:

Aceites Campoliva S.L.
Andrés Martos
Pegalajar / Spain

Announcement:

Imex Delikatessen AG
Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green and ripe → slightly sweet / vegetables
(tomato, artichoke), fruit (apple, banana), grass,
nutskin, herbs

AWARD 2013

Category „medium“

Product (095):

DI BENNARDO

70% Biancolilla,
30% Nocellara
Italy / Sicily

Producer:

DI BENNARDO

Giovanni di Bennardo
Zurich / Switzerland

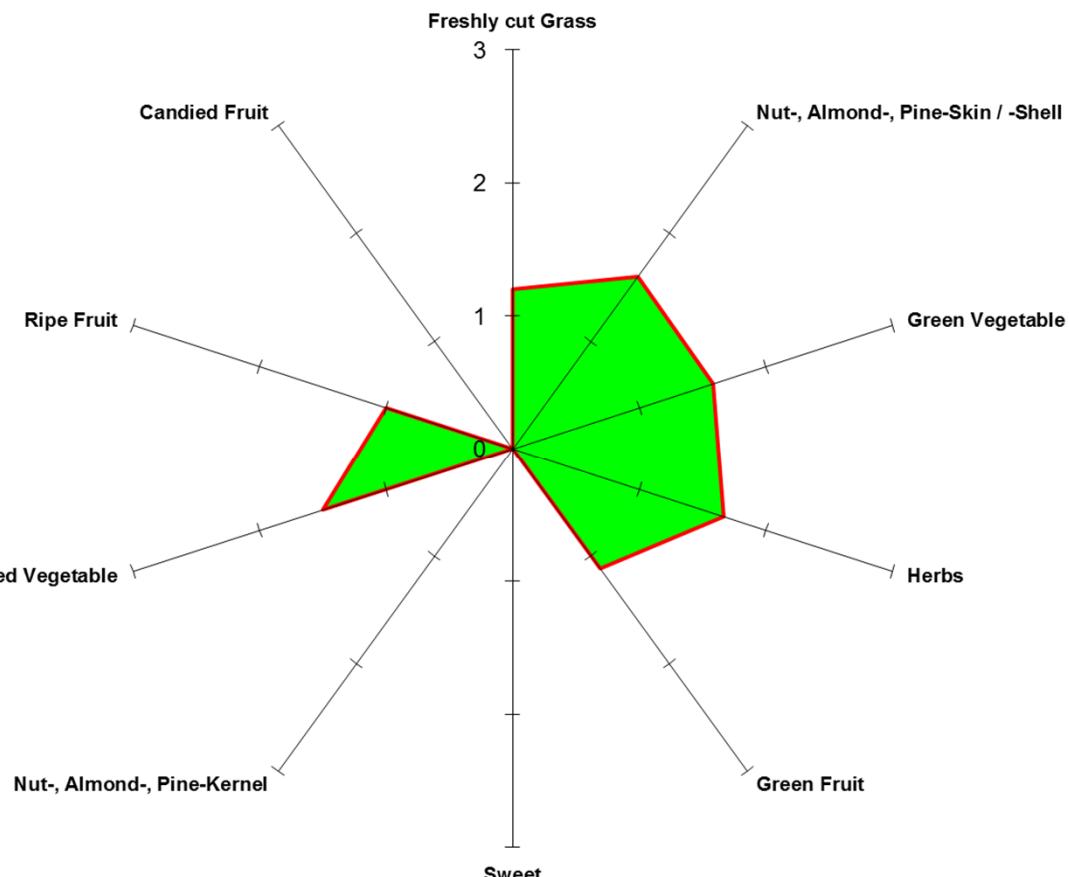
Announcement:

DI BENNARDO

Giovanni di Bennardo
Zurich / Switzerland

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → green vegetables (tomato, artichoke),
citrus, green banana, fresh cut grass, herbs



AWARD 2013

Category „medium“

Product (110):

Casas de Hualdo
«Reserva de Familia»

Arbequina, Picual,
Cornicabra, Manzanilla
Spain / Toledo

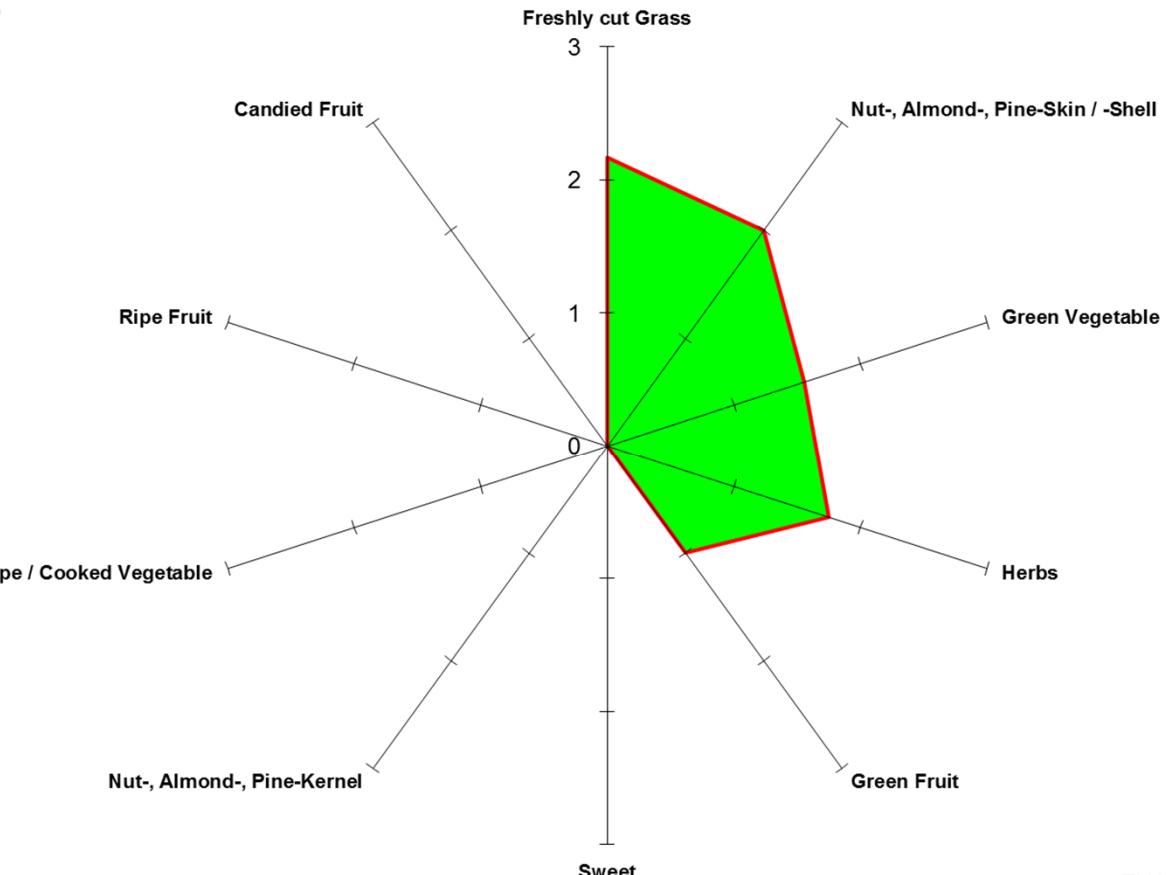
Producer:

Agroexplotaciones Tocuman
Carlos Navasmigueloa
Carpio de Tajo / Spain

Announcement:

Agroexplotaciones Tocuman
Carlos Navasmigueloa
Carpio de Tajo / Spain

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → green vegetables (tomato, artichoke),
fresh cut grass, herbs (rosemary), nutskin

■ AWARD 2013

Category „medium“

Product (117):

Olio Extra Vergine di Oliva
Cetrone «Intenso»

100% Itrana
Italy / Latium

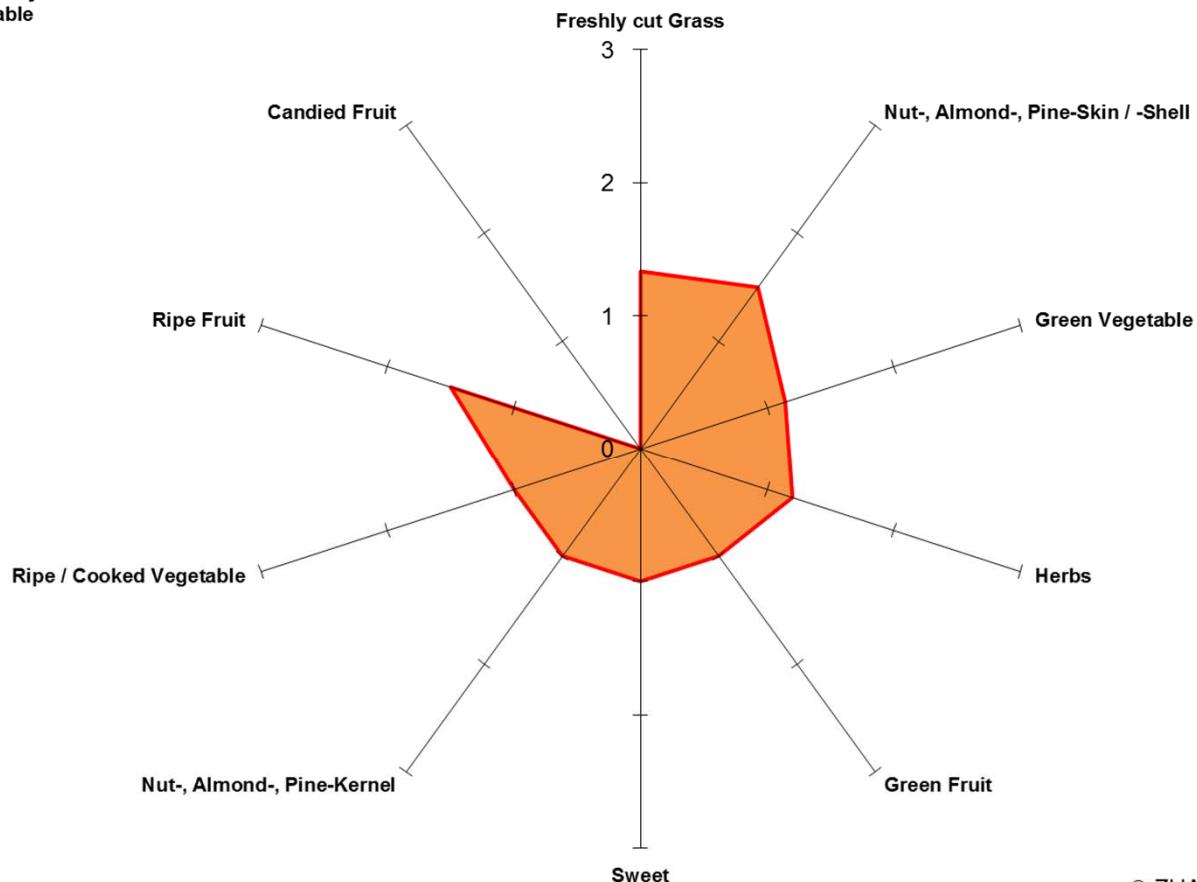
Producer:

Az. Agricola Alfredo Cetrone
Sonnino / Italy

Announcement:

Az. Agricola Alfredo Cetrone
Sonnino / Italy

Mean / Intensity Scale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green and ripe → vegetables (tomato, artichoke),
herbs, grass apple, almonds



AWARD 2013

Category „medium“



Product (137):

FUENROBLE

DOP Sierra de Segura
100% Picual
Spain / Jaen

Producer:

POTOSI 10-FUENROBLE

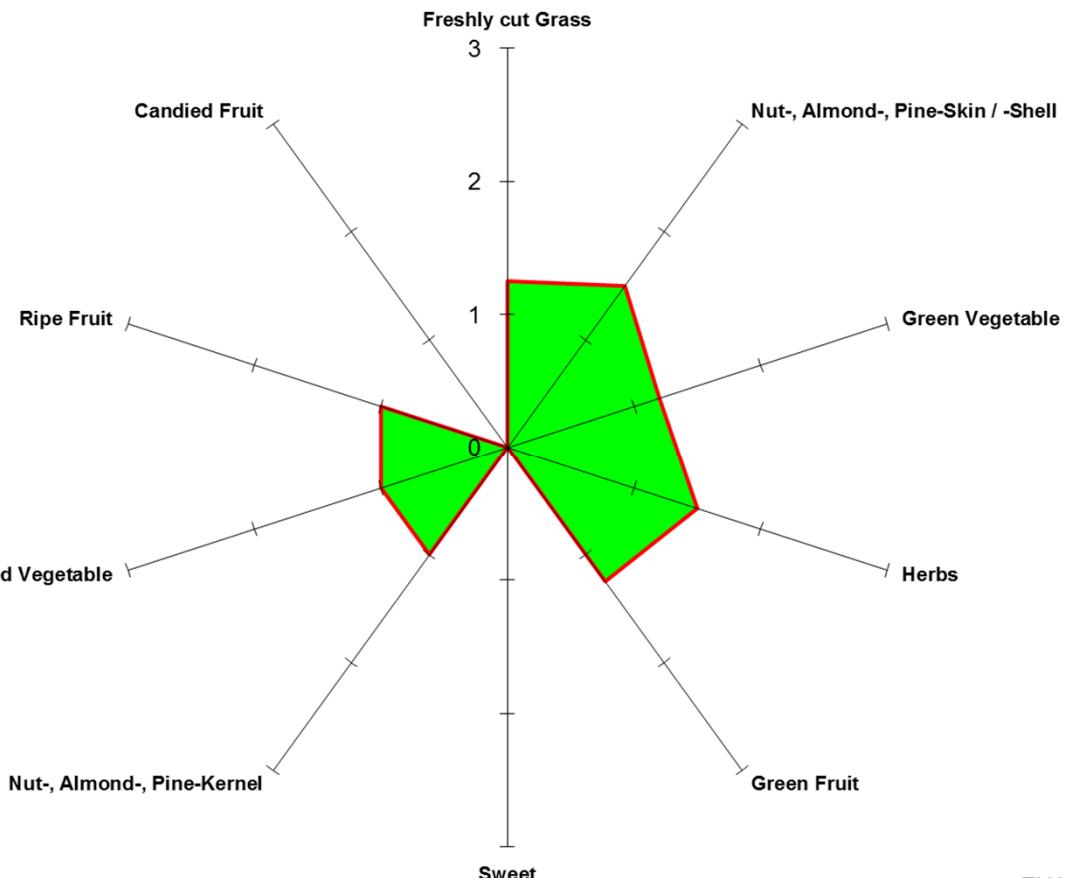
Jose Vico Lizana
Orcera / Spain

Announcement:

POTOSI 10-FUENROBLE

Jose Vico Lizana
Orcera / Spain

Mean / Intensity Scale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green vegetables (artichoke, tomato), nut- and almondskin, herbs (sage)



AWARD 2013

Category „medium“

Product (155):

Herdade do Esporão
“Seleção”

80% Cobrancosa,
15% Galega, 5% Cordovil
Portugal / Moura

Mean / Intensity Scale 0 - 3

0 = not detectable
1 = slightly
2 = noticeable
3 = intense

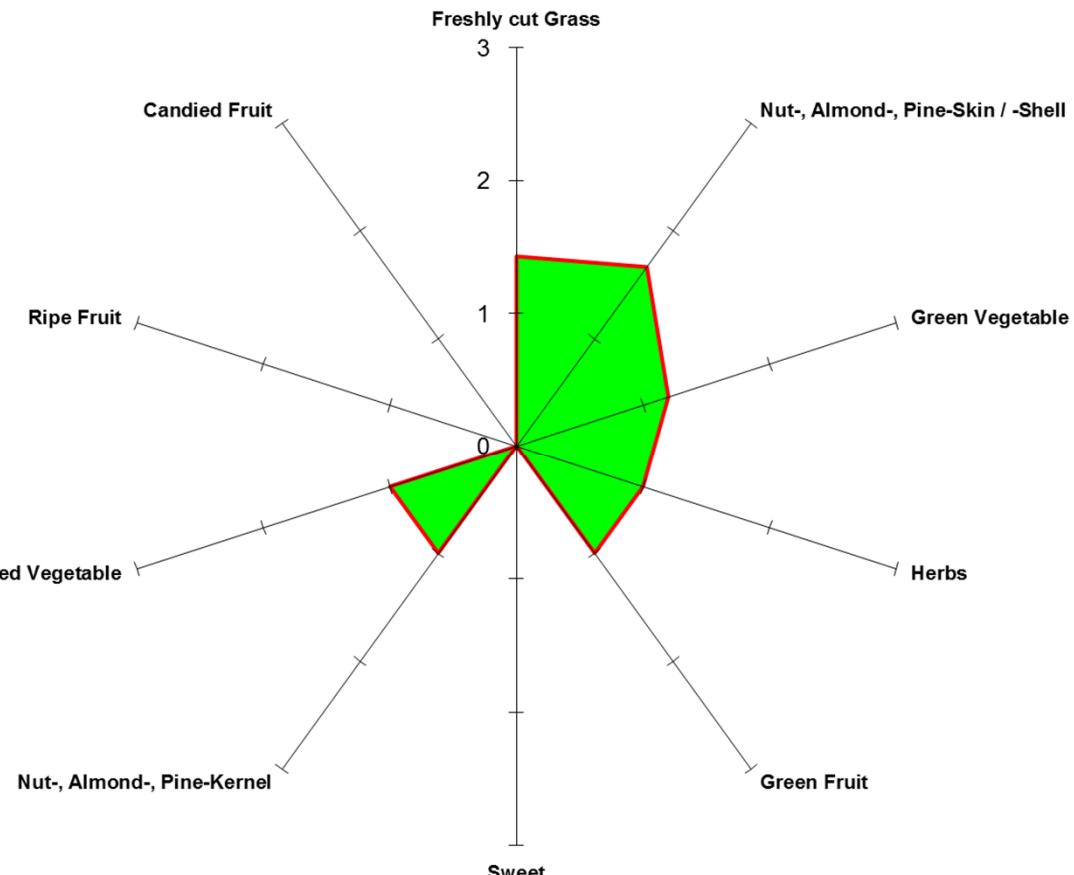


Producer:

Esporão Azeites
Fernando Coucelo
Lisboa / Portugal

Announcement:

Herdade do Esporão
Fernando Coucelo
Lisboa / Portugal



© ZHAW

Sensory Description

green → green vegetables (tomato, artichoke),
fresh cut grass, nutskin



AWARD 2013

Category „medium“

Product (165):

O-Med Arbequina

100% Arbequina
Spain / Andalucia

Producer:

VENCHIPA SL

Juan de Dios García
Ácula / Spain

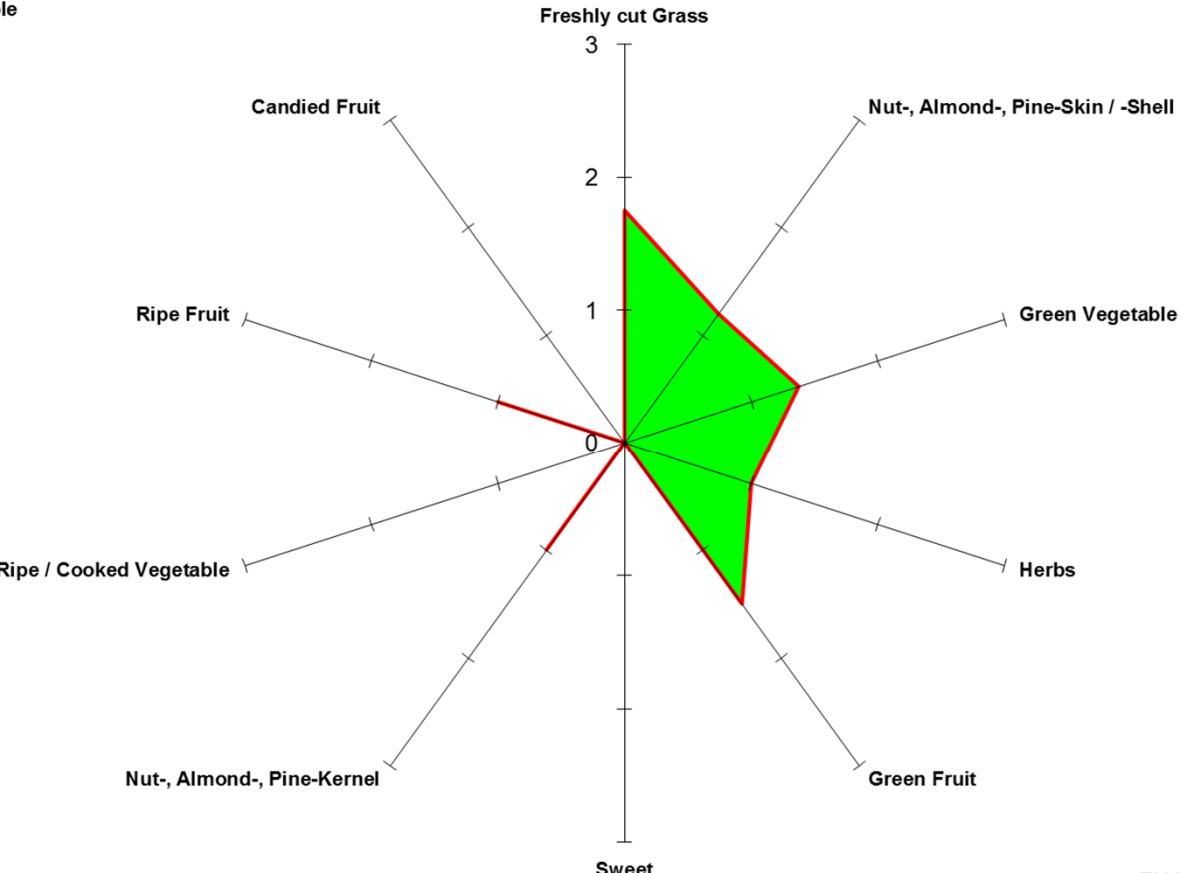
Announcement:

VENCHIPA SL

Juan de Dios García
Ácula / Spain

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green tomato, herbs,
green apple, nutskin

AWARD 2013

Category „intense“

Product (019):

Gran Cru Cutrera
«Cerasuola»

100% Cerasuola
Italy / Sicily

Producer:

Frantoi Cutrera di Cutrera
Giovanni & C. snc

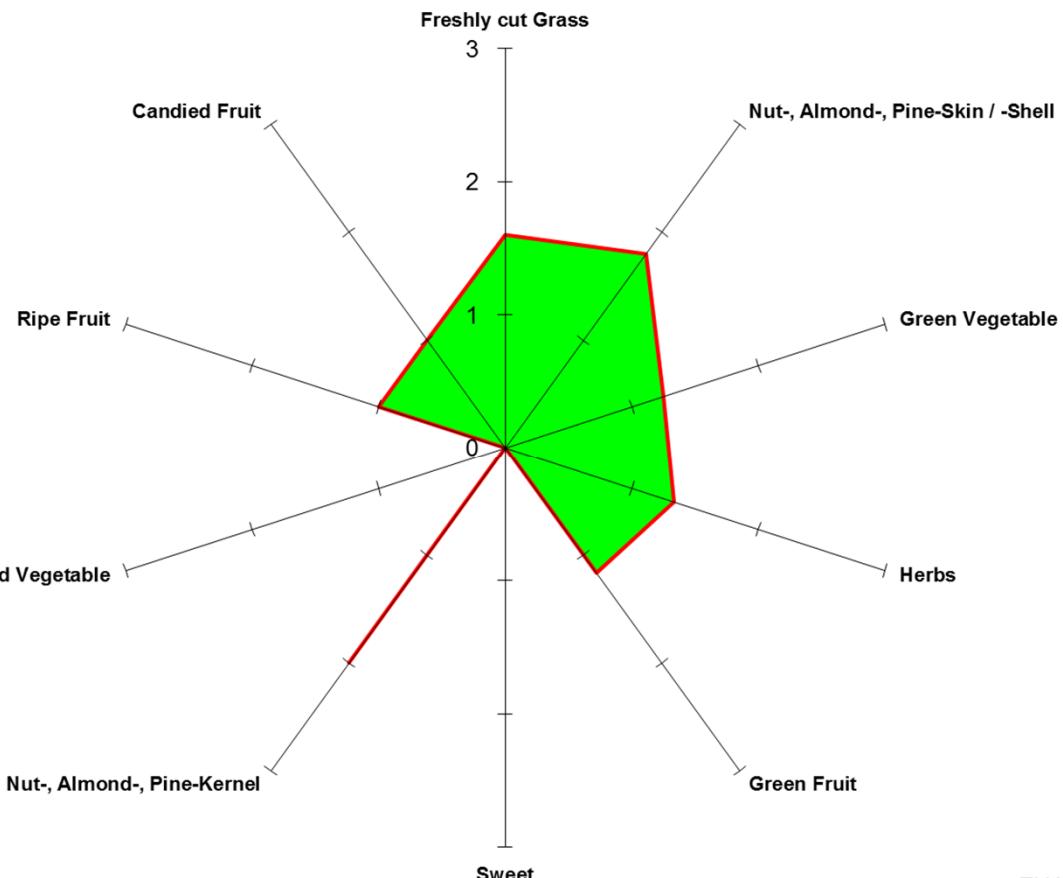
Salvatore Cutrera
Chiaramonte Gulfi / Italy

Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green banana, nutskin,
green vegetables (artichoke, tomato), herbs

AWARD 2013

Category „intense“

Product (024):

Gran Cru Cutrera
«Tonda Iblea»

100% Tonda Iblea
Italy / Sicily

Producer:

Frantoi Cutrera di Cutrera

Giovanni & C. snc

Salvatore Cutrera
Chiaramonte Gulfi / Italy

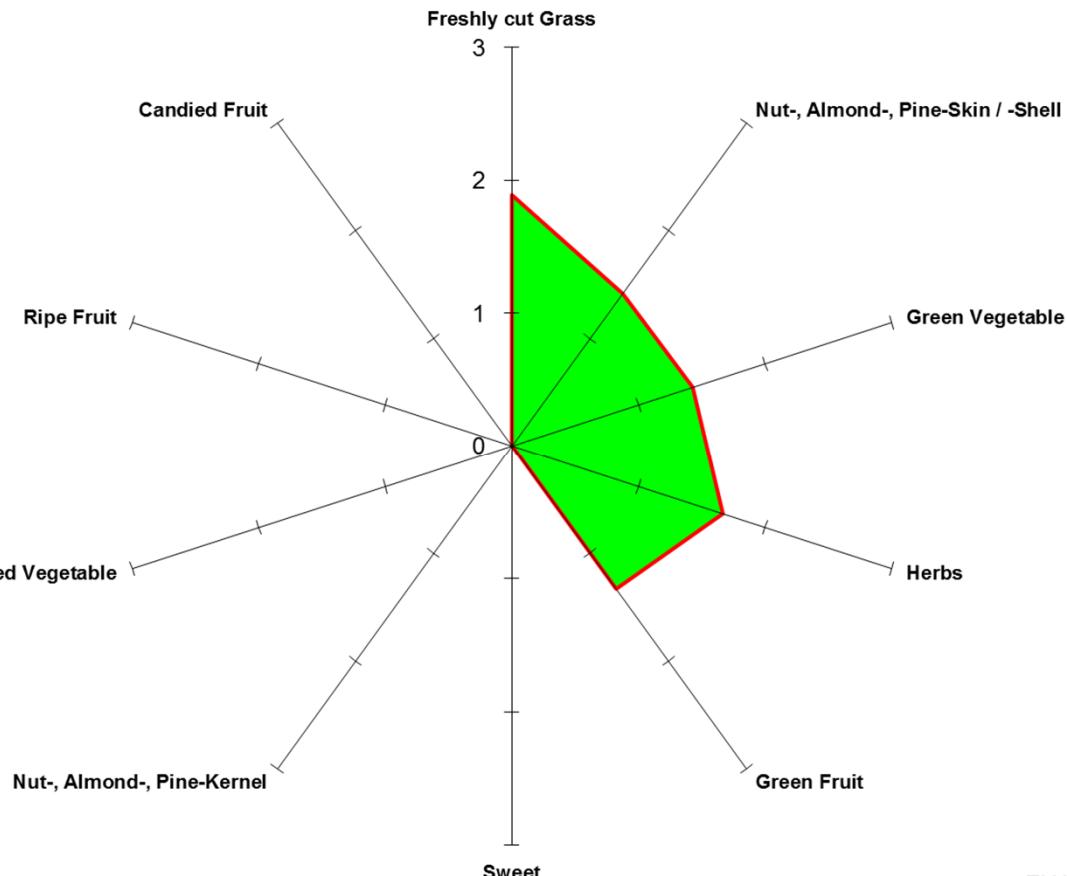
Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green artichoke, herbs,
green tomato, nutskin



AWARD 2013

Category „intense“



Product (038):

ORO DEL DESIERTO

Organic
60% Picual, 20% Hojiblanca,
20% Arbequina
Spain / Andalucia

Mean / Intensity Skale 0 - 3
0 = Not detectable



Producer:

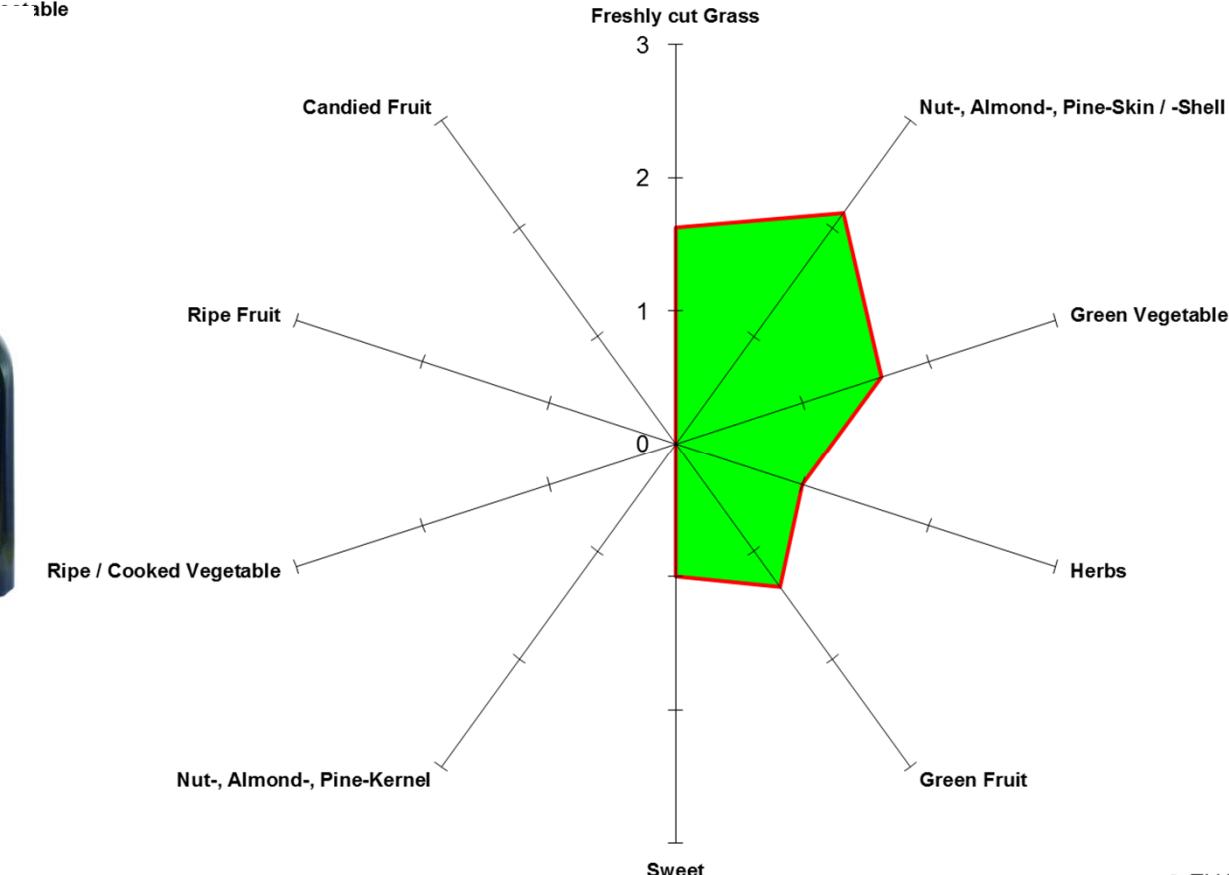
RAFAEL ALONSO AGUILERA S.L.

Rafael Alonso
Tabernas / Spain

Announcement:

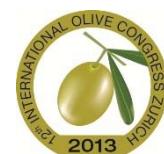
ORO DEL DESIERTO

Rafael Alonso
Tabernas / Spain



Sensory Description

green → fresh cut grass, nutskin, herbs, green apple, green tomato



AWARD 2013

Category „intense“

Product (038):

MANDRANOVA

«Etichetta verde»

100% Nocellara del Belice
Italy / Sicily

Producer:

Az. Agricola Mandranova

Guiseppe e Silvia di Vinzenzo
Palermo / Italy

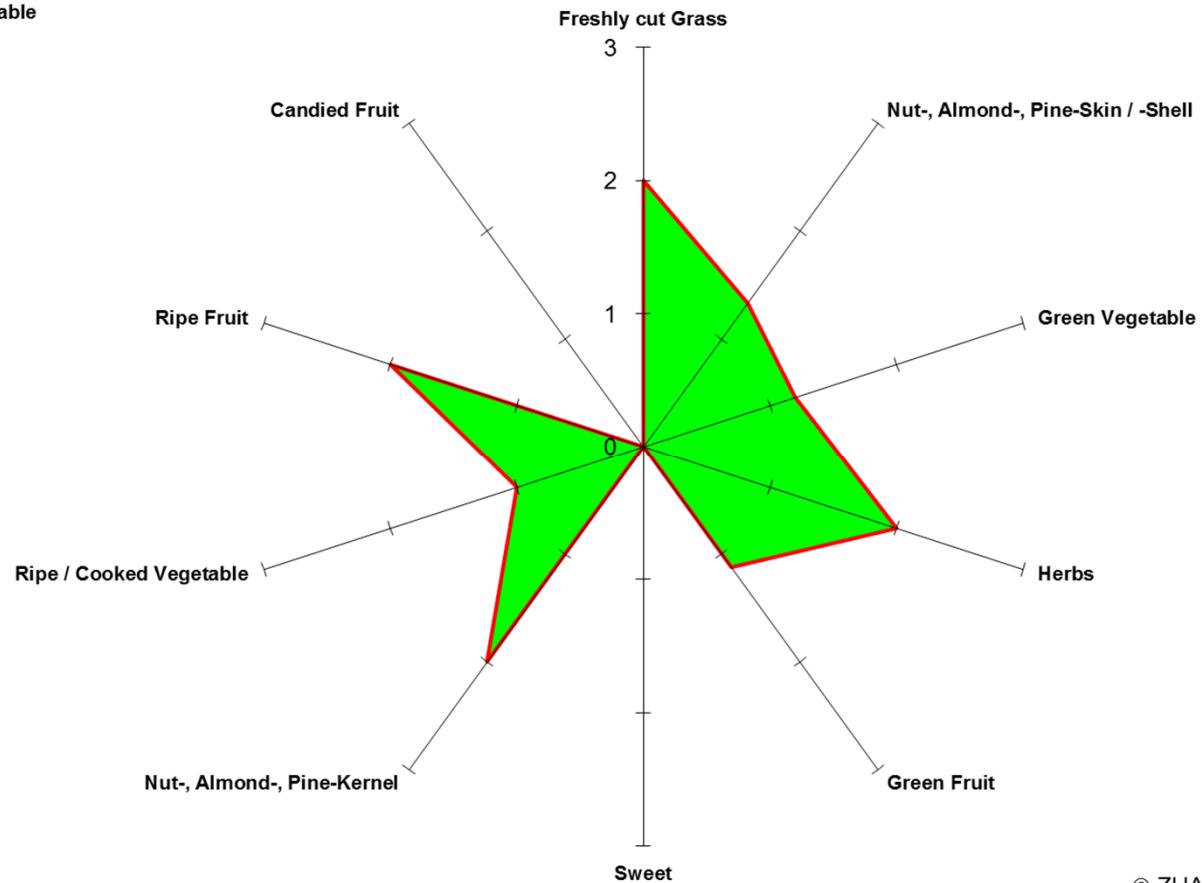
Announcement:

PRC Sagl

Mario Piazzini
Bellinzona / Switzerland

Mean / Intensity Skale 0 - 3

0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → green vegetables (tomato, artichoke),
fresh cut grass, nutskin, herbs, green apple

■ AWARD 2013

Category „intense“

Product (131):

Olio Titone Bio DOP

Organic
DOP Valli Trapanesi
50% Cerasuola,
50% Nocellara del Belice
Italy / Sicily

Producer:

Az. Agricola Biologica Titone
Antonella Titone
Trapani / Italy

Announcement:

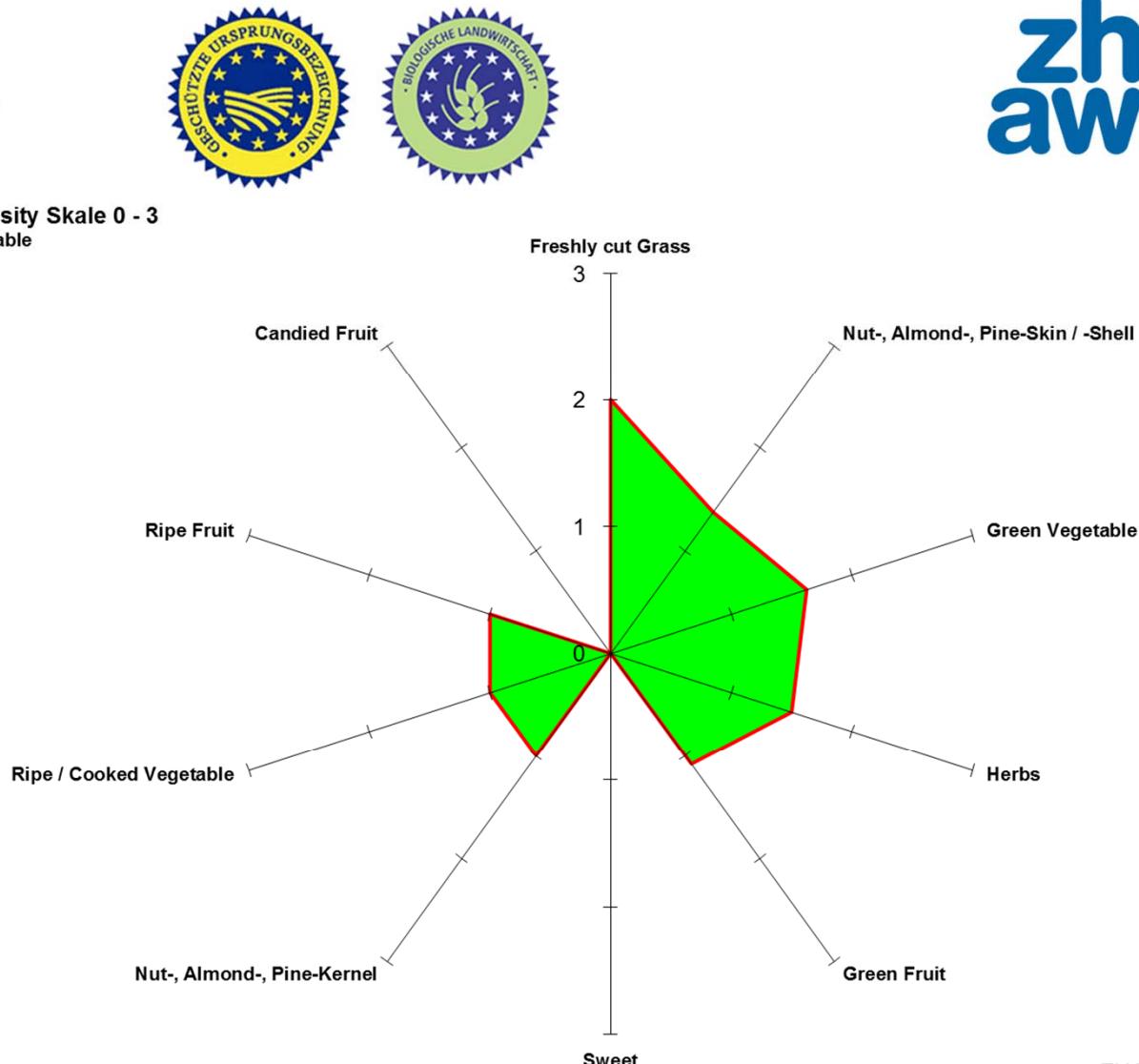
food-art GmbH

Corsin Waldburger
Zuzwil / Switzerland

12th International Olive Congress – Zurich 2013 / April 18, 2013
Institute for Food and Beverage Innovation / Annette Bongartz

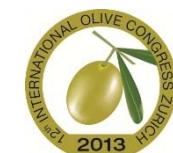
Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



Sensory Description

green → fresh cut grass, green fruit (apple, banana), nut- and almondskin, citrus, herbs, green tomato, blossom



AWARD 2013

Category „intense“

Product (141):

RAVIDA

50% Cerasuola,
30% Biancolilla, 20% Nocellara
Italy / Sicily

Producer:

Ravidà Azienda Agricola SRL

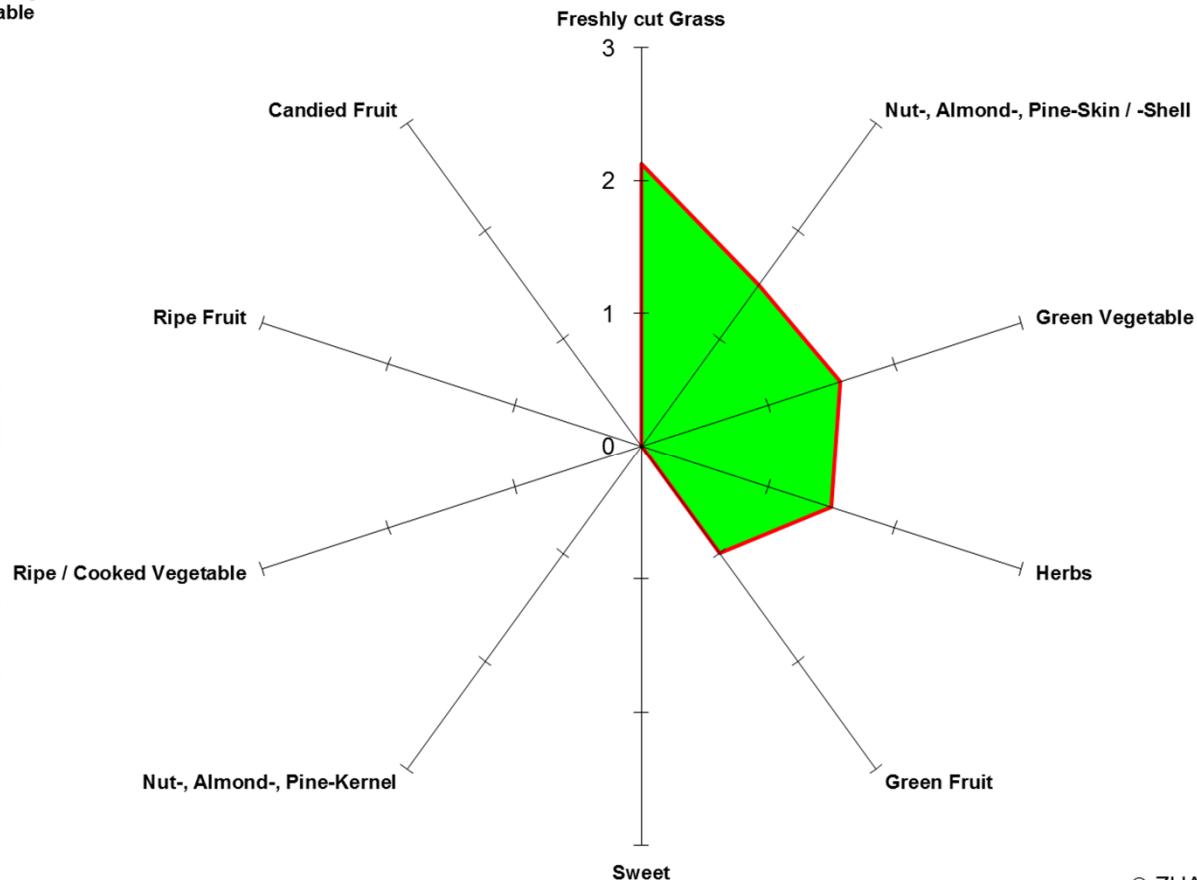
Natalia Ravidà
Menfi / Italy

Announcement:

Essenz GmbH

Alois Roth
Oberkirch / Switzerland

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green vegetables (tomato, artichoke), herbs (rosemary), nut- and almondskin

SILVER OLIVE 2013



SILVER OLIVE 2013

Category „medium“

Product (020):

Gran Cru Cutrera
«Nocellara dell'Etna»

100% Nocellara dell'Etna
Italy / Sicily

Producer:

Frantoi Cutrera di Cutrera
Giovanni & C. snc

Salvatore Cutrera
Chiaramonte Gulfi / Italy

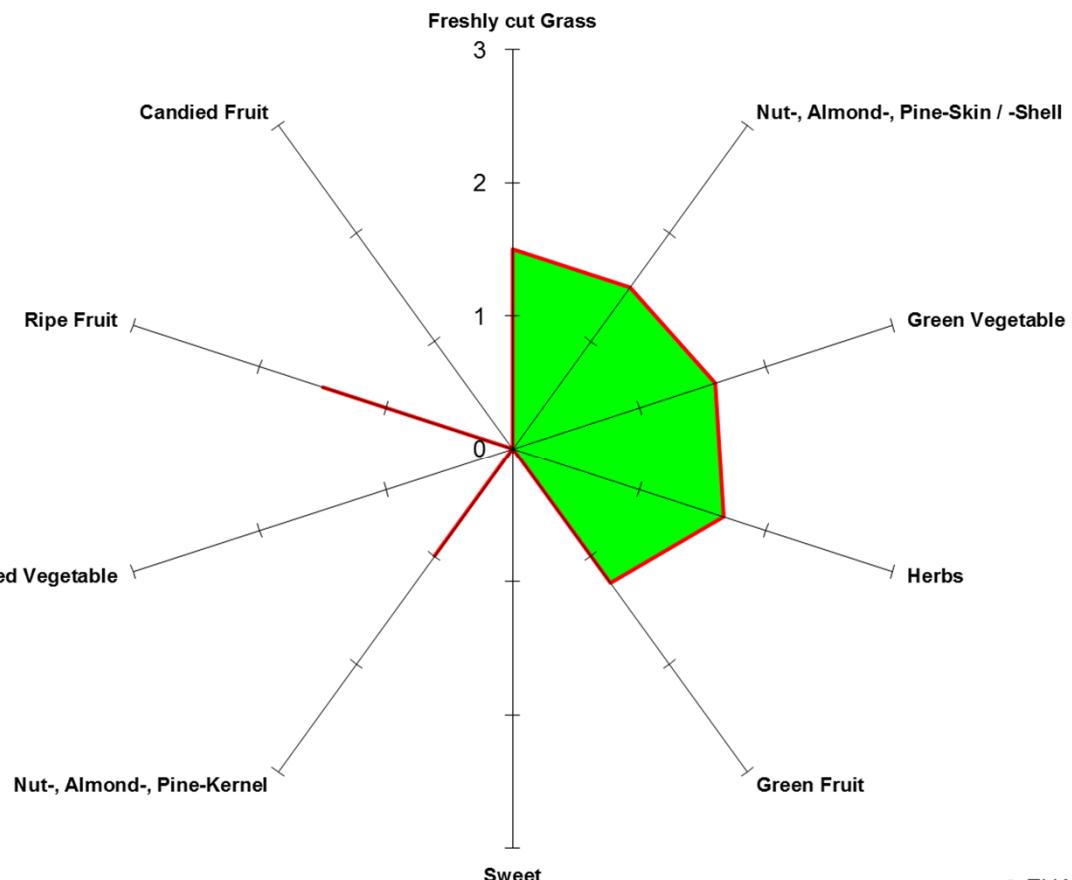
Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, nut- and almond skin,
green tomato, herbs, green banana

SILVER OLIVE 2013

Category „medium“



Product (026):

Vallée des Baux de Provence

DOP Vallée des Beaux
15% Salonenque, 45% Bérugette,
30% Verdales des Bouches du
Rhône, 7% Picholine, 3% Cailletier
France / Vallée des Baux de
Provence

Producer:

Domaine de la Lieutenante

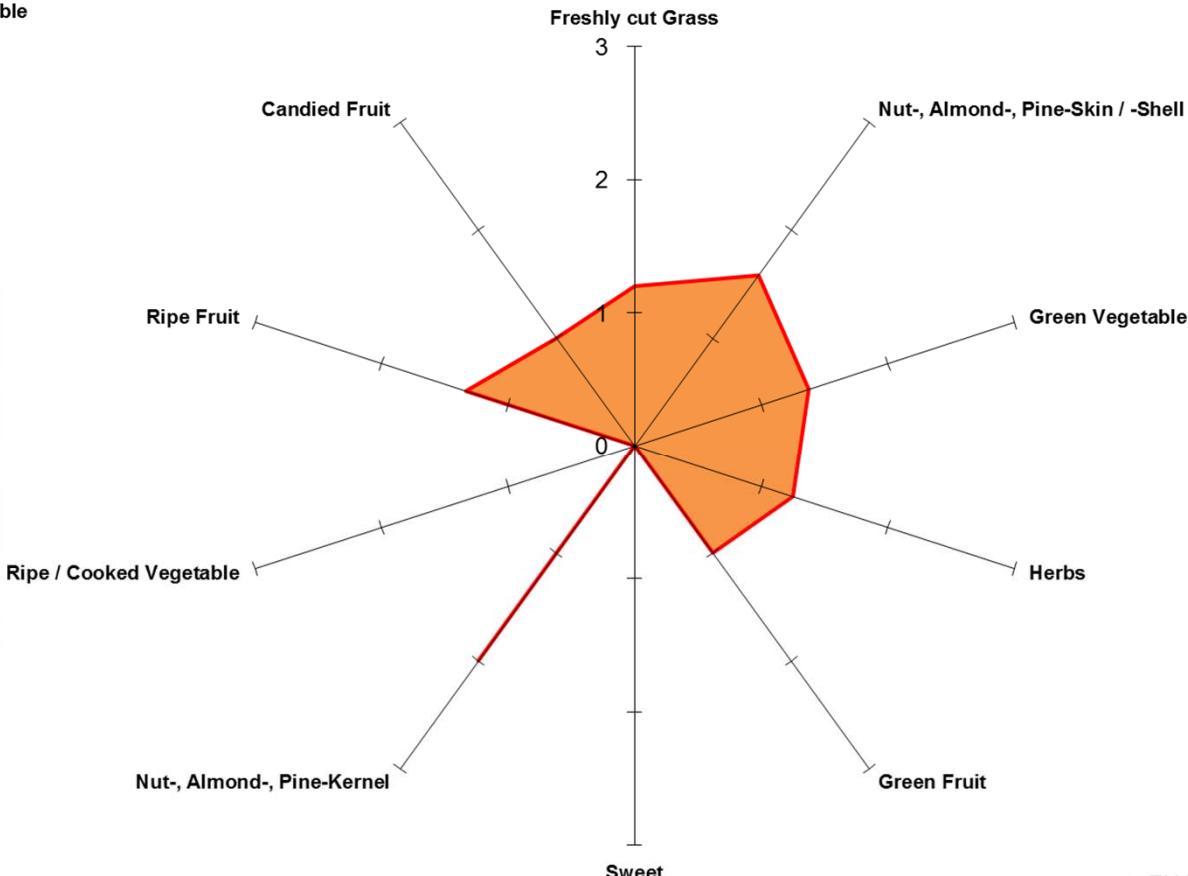
Laurent Bélorgey
Saint-Martin-de-Crau / France

Announcement:

Domaine de la Lieutenante

Laurent Bélorgey
Saint-Martin-de-Crau / France

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green and ripe → nut- and almondskin, grass,
tomato, herbs, almond kernel, apple, spicy
(cinnamon, vanille), floral



SILVER OLIVE 2013

Category „medium“



Product (055):

Sole di Sicilia

Organic
DOP Monte Iblei
100% Tonda Iblea
Italy / Sicily

Producer:

Az. Agricola MKR
Maurizio Marino
Italy / Sicily

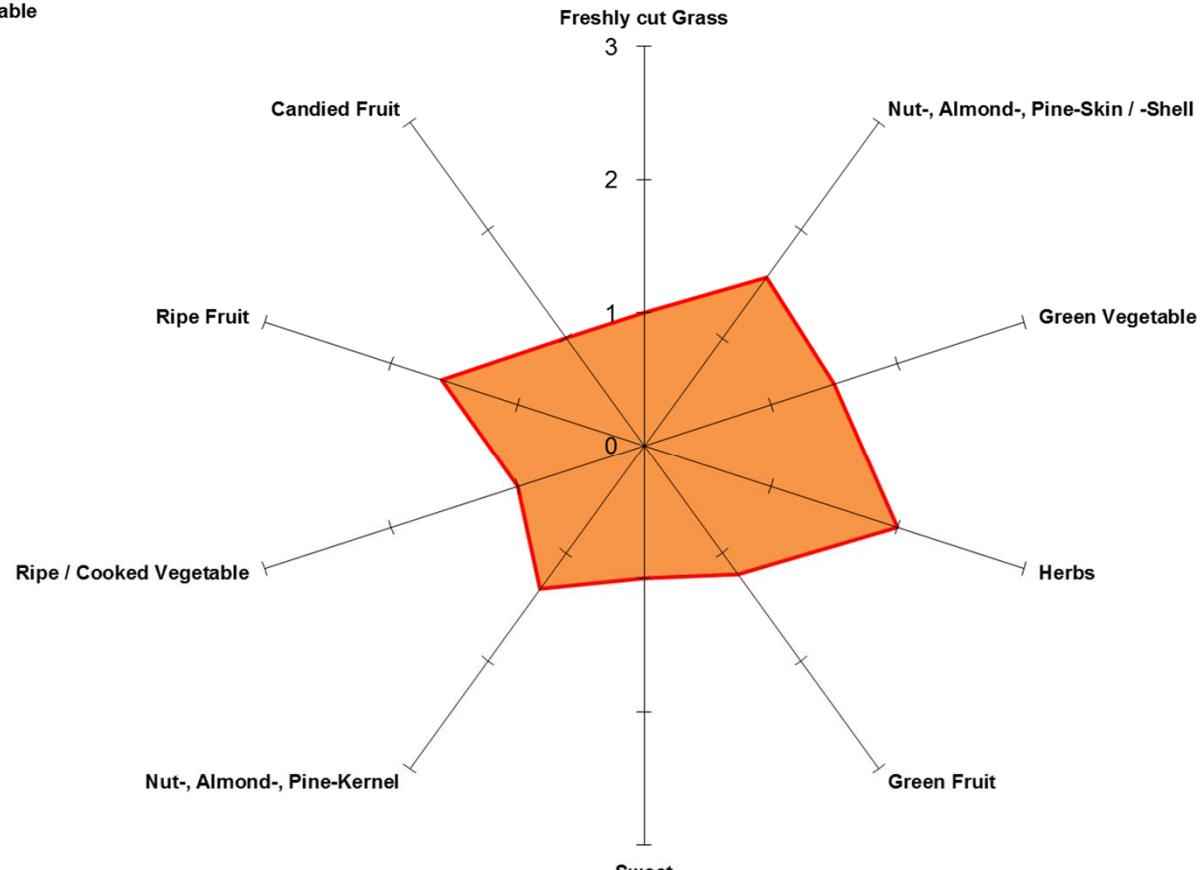
Announcement:

Sicilia Import-Export

Helmut Kranz
Mammendorf / Germany

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green and ripe → slightly sweet / nut- and almond skin, almond kernel, grass, fruit (banana, apple, exotic), tomato



SILVER OLIVE 2013

Category „medium“

Product (143):

Melgarejo «Composicion Delicatessen»

60% Picual, 20% Hojiblanca,
10% Frantoio, 10%
Arbequina
Spain / Andalucia

Producer:

Aceites Campoliva S.L.

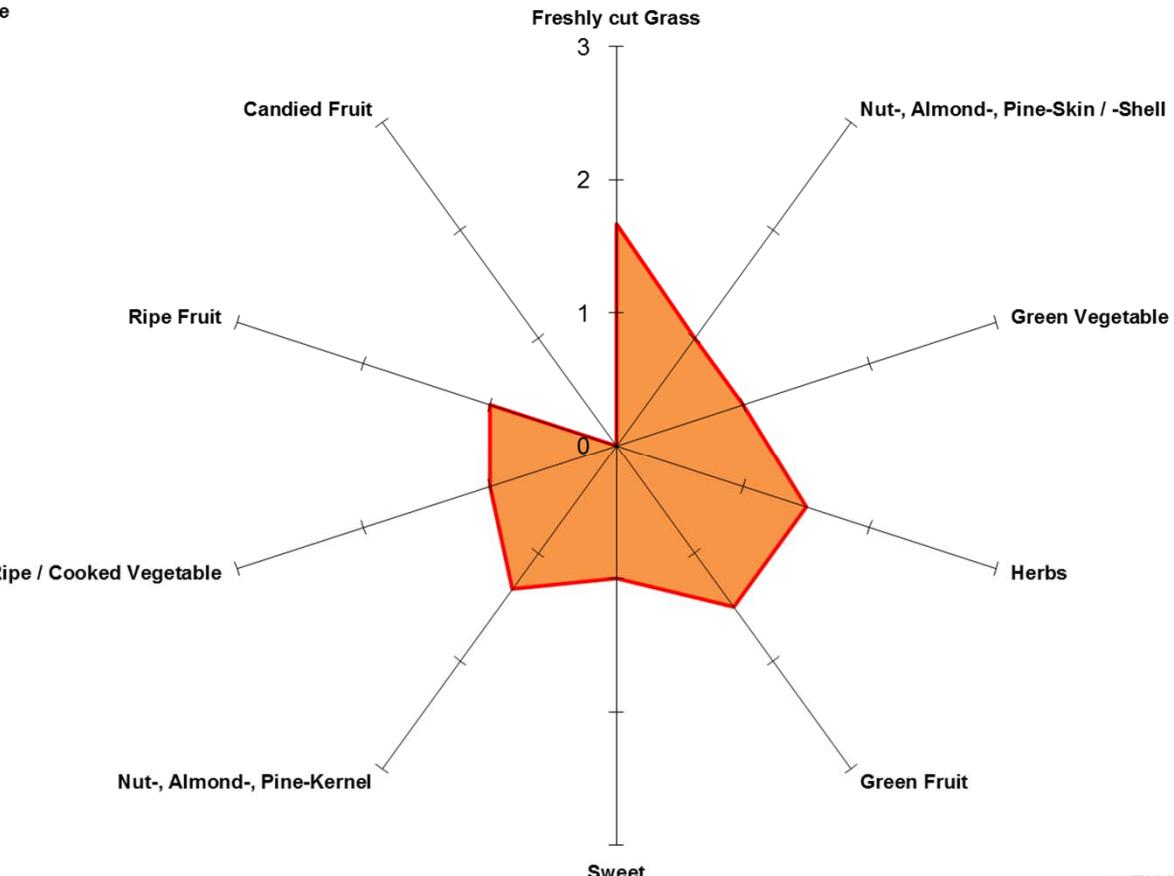
Andrés Martos
Pegalajar / Spain

Announcement:

Essenz GmbH

Alois Roth
Oberkirch / Switzerland

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green and ripe → nut- and almondkin, grass,
tomato, herbs, fruit

SILVER OLIVE 2013

Category „intense“

Product (023):

Gran Cru Cutrera
«Nocellara del Belice»

100% Noceallara del Belice
Italy / Sicily

Producer:

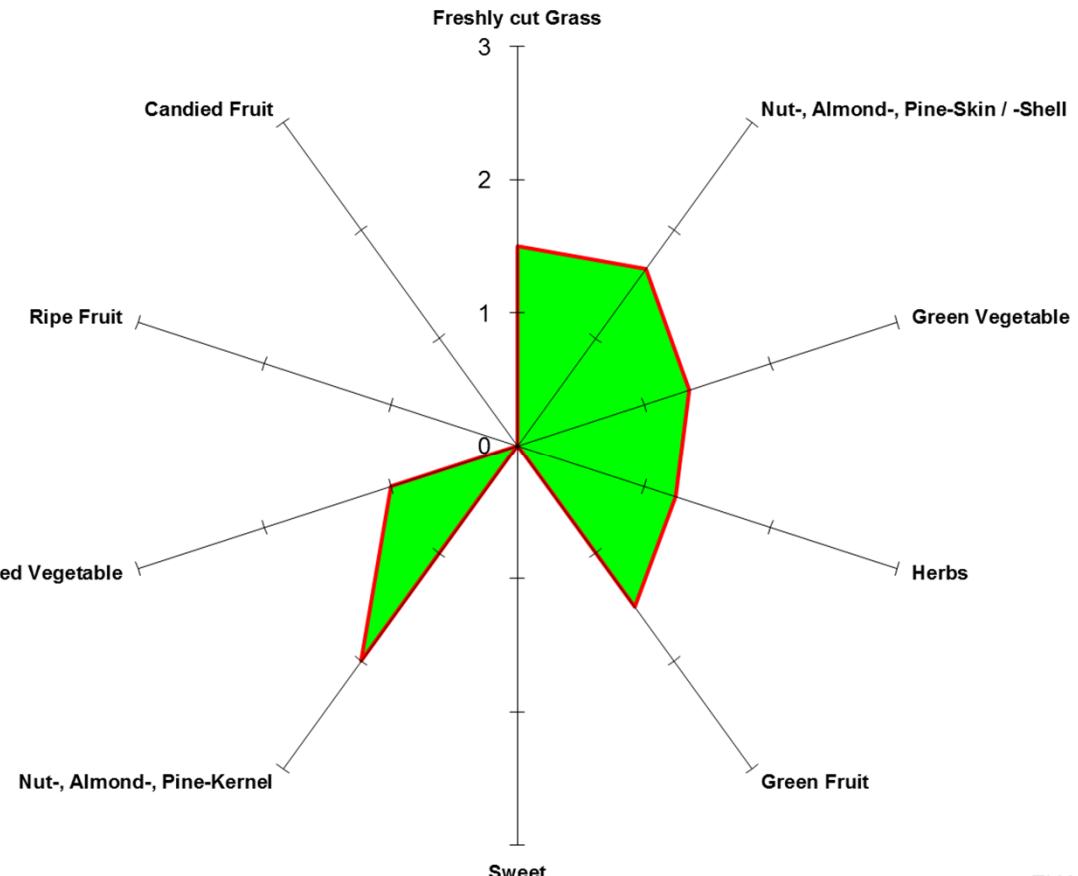
Frantoi Cutrera di Cutrera
Giovanni & C. snc

Salvatore Cutrera
Chiaramonte Gulfi / Italy

Announcement:

Imex Delikatessen AG
Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → green tomato, nutskin, fresh cut grass,
green artichoke, herbs



SILVER OLIVE 2013

Category „intense“

Product (041):

Mueloliva

100% Picudo
Spain / Cordoba

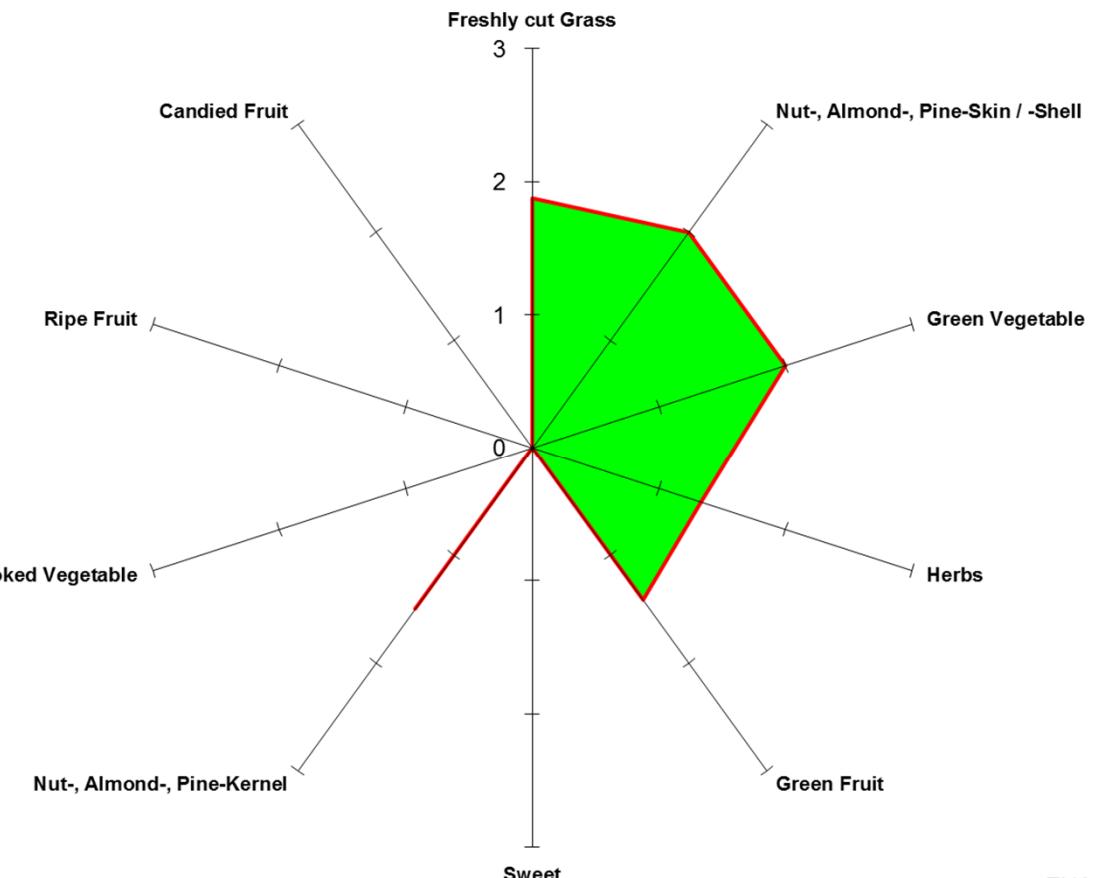
Producer:

MUELA-OLIVES, S.L.
Rafael Muela Rodríguez
Cordoba / Spain

Announcement:

MUELA-OLIVES, S.L.
Rafael Muela Rodríguez
Cordoba / Spain

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, nut- and almondskin, green tomato, herbs, green fruit (apple, banana, fig)



SILVER OLIVE 2013

Category „intense“

Product (054):

Melgarejo «Selección
Arbequina»

100% Arbequina
Spain / Andalucia

Producer:

Aceites Campoliva S.L.

Andrés Martos
Pegalajar / Spain

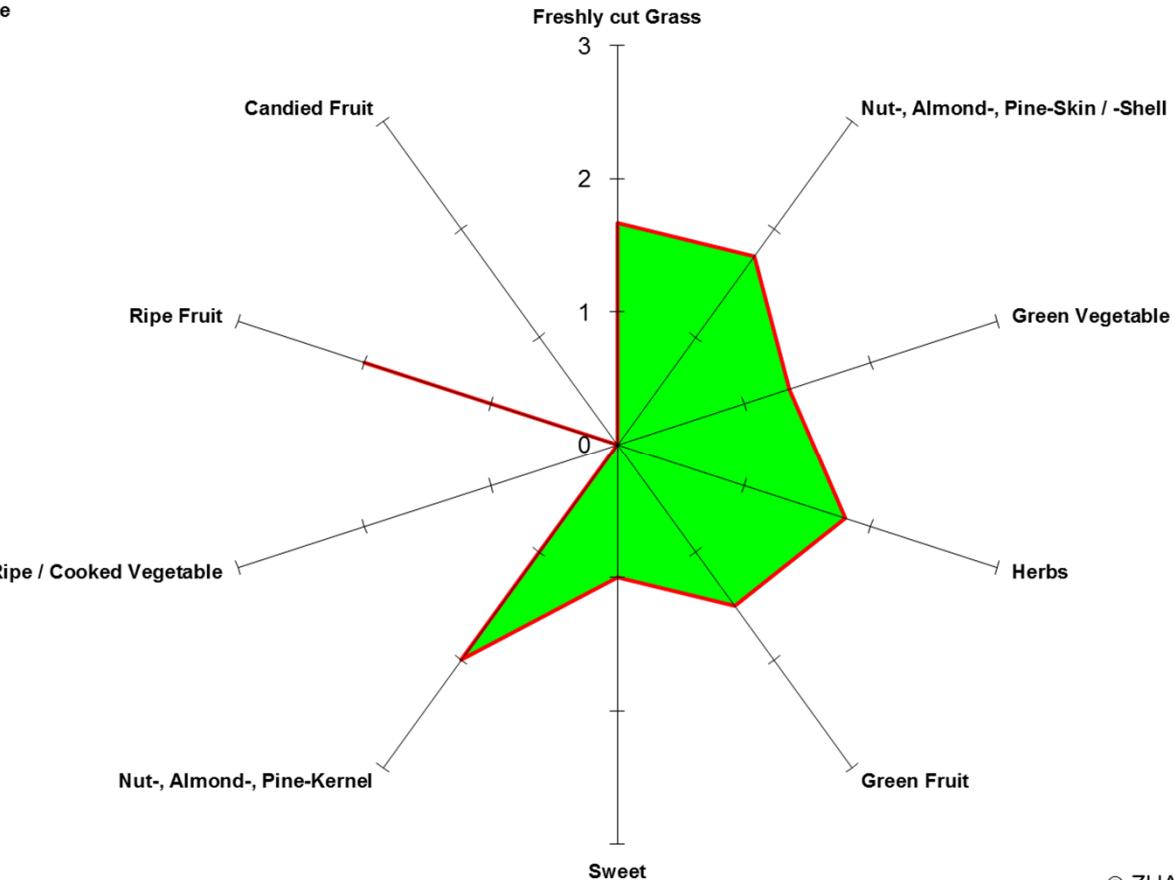
Announcement:

Imex Delikatessen AG

Franziska + Otto Sigrist
Lachen / Switzerland

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green tomato, herbs,
nutskin, green apple, exotic fruit

SILVER OLIVE 2013

Category „intense“

Product (144):

U Trappitu

30% Cerasuola, 10%
Nocellara del Belice, 60%
Biancolilla
Italy / Sicily

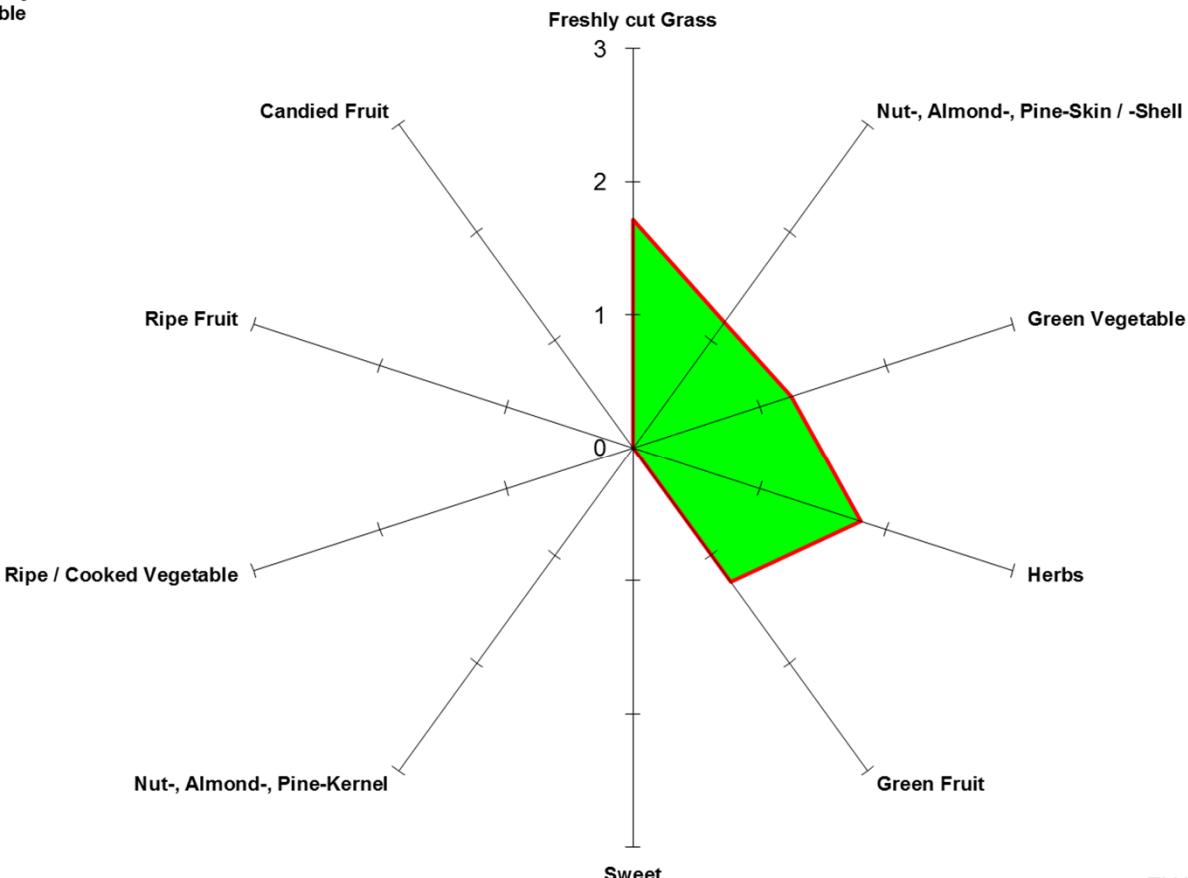
Producer:

Az. Agricola Terre di Shemir
Lara Creuso
Trapani / Italy

Announcement:

Az. Agricola Terre di Shemir
Lara Creuso
Trapani / Italy

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, nut- and almondskin, herbs, green vegetables (artichoke, tomato), green apple

GOLDEN OLIVE 2013



GOLDEN OLIVE 2013

Category „medium“

Product (118):

Olio Extra Vergine di Oliva
Cetrone «Delicato»

100% Itrana
Italy / Latium

Producer:

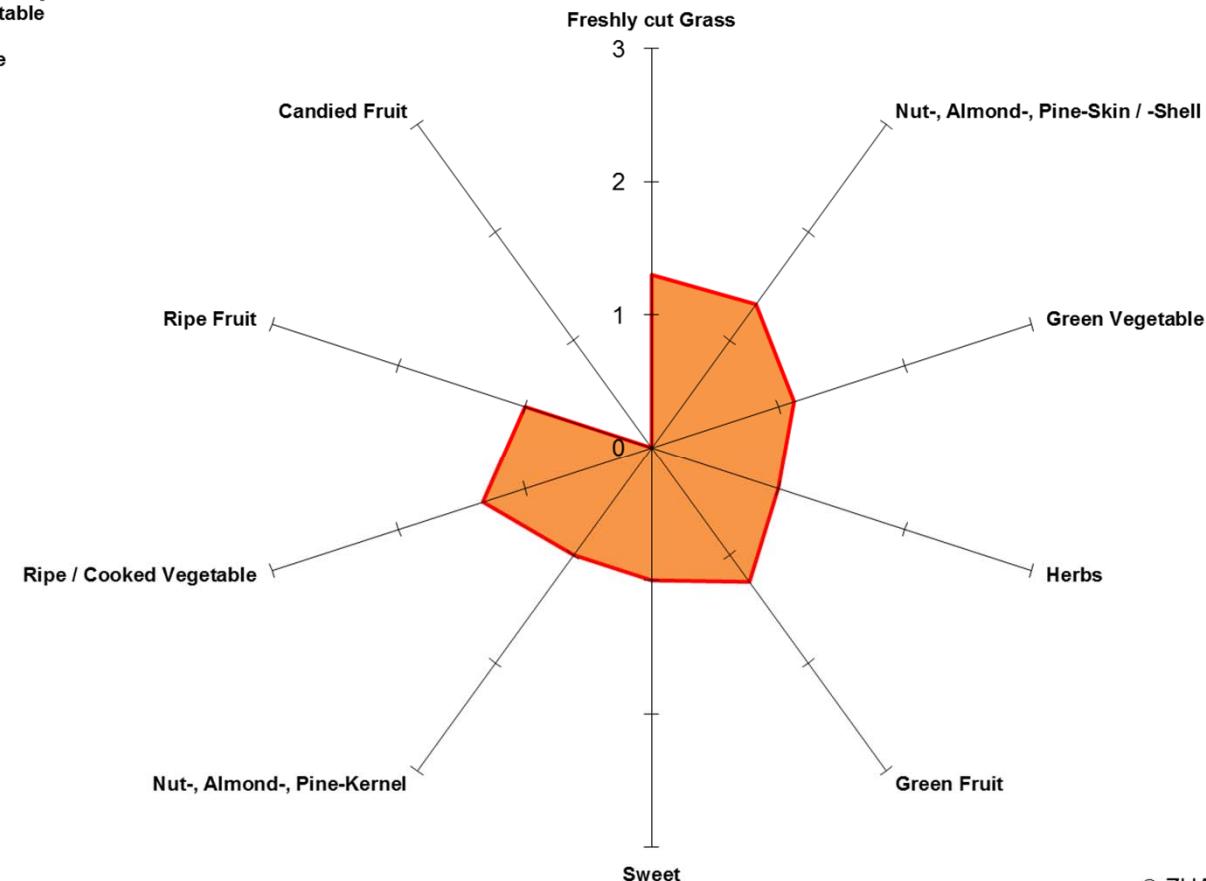
Az. Agricola Alfredo Cetrone
Sonnino / Italy

Announcement:

Az. Agricola Alfredo Cetrone
Sonnino / Italy

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green and ripe → grass, herbs, banana, nutskin,
tomato, spicy (cinnamon, resin), floral

GOLDEN OLIVE 2013

Category „intense“

Produkt (032):

Gallo Grande Escolha

Cobrançosa, Galega,
Cornicabra, Verdeal,
Madural

Portugal / Tras-os-Montes

Producer:

Gallo Worldwide

Sofia Forte Pereira
Abrantes / Portugal

Announcement:

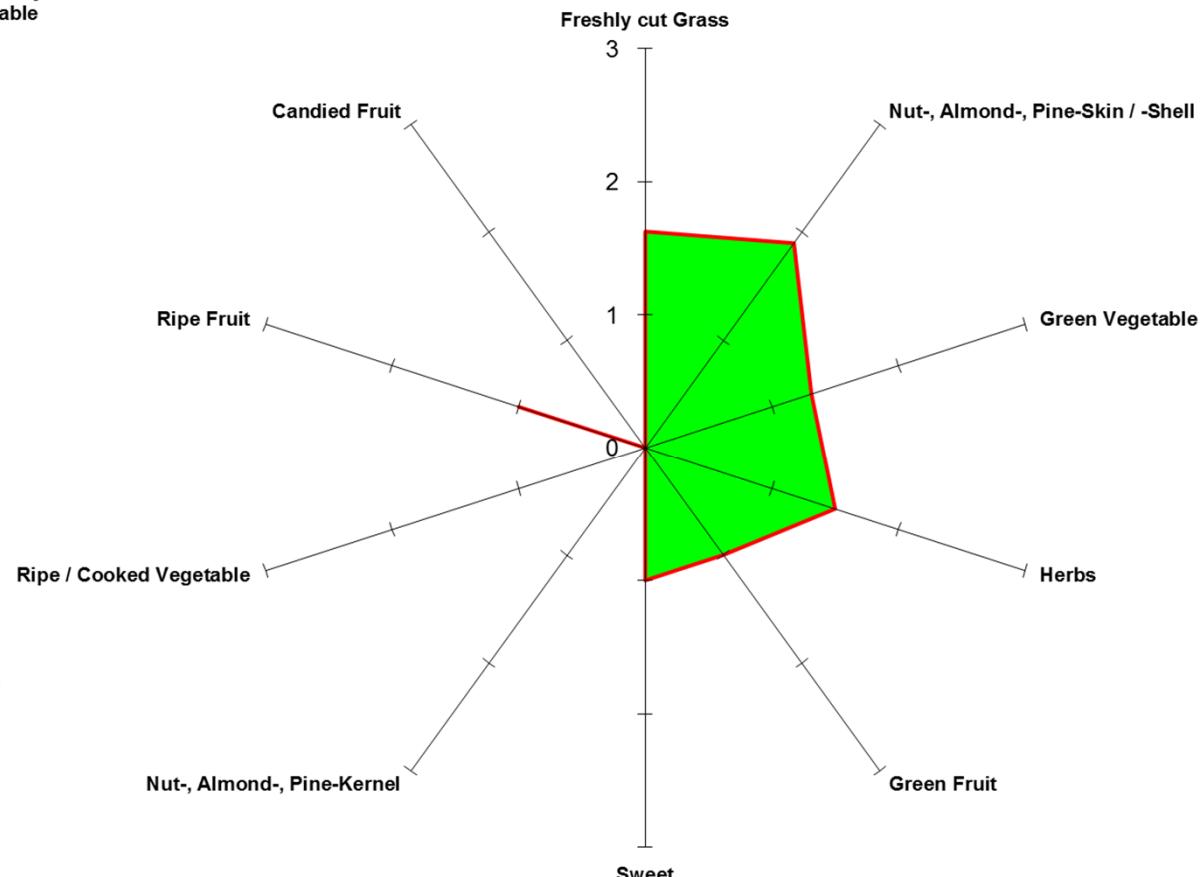
Gallo Worldwide

Sofia Forte Pereira
Abrantes / Portugal



Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green tomato, nutskin,
green artichoke, citrus



GOLDEN OLIVE 2013

Category „intense“



Product (040):

VENTA DEL BARÓN

DOP Priego de Cordoba
75% Hojiblanca, 25% Picudo
Spain / Priego de Cordoba

Producer:

MUELA-OLIVES, S.L.

Rafael Muela Rodríguez
Cordoba / Spain

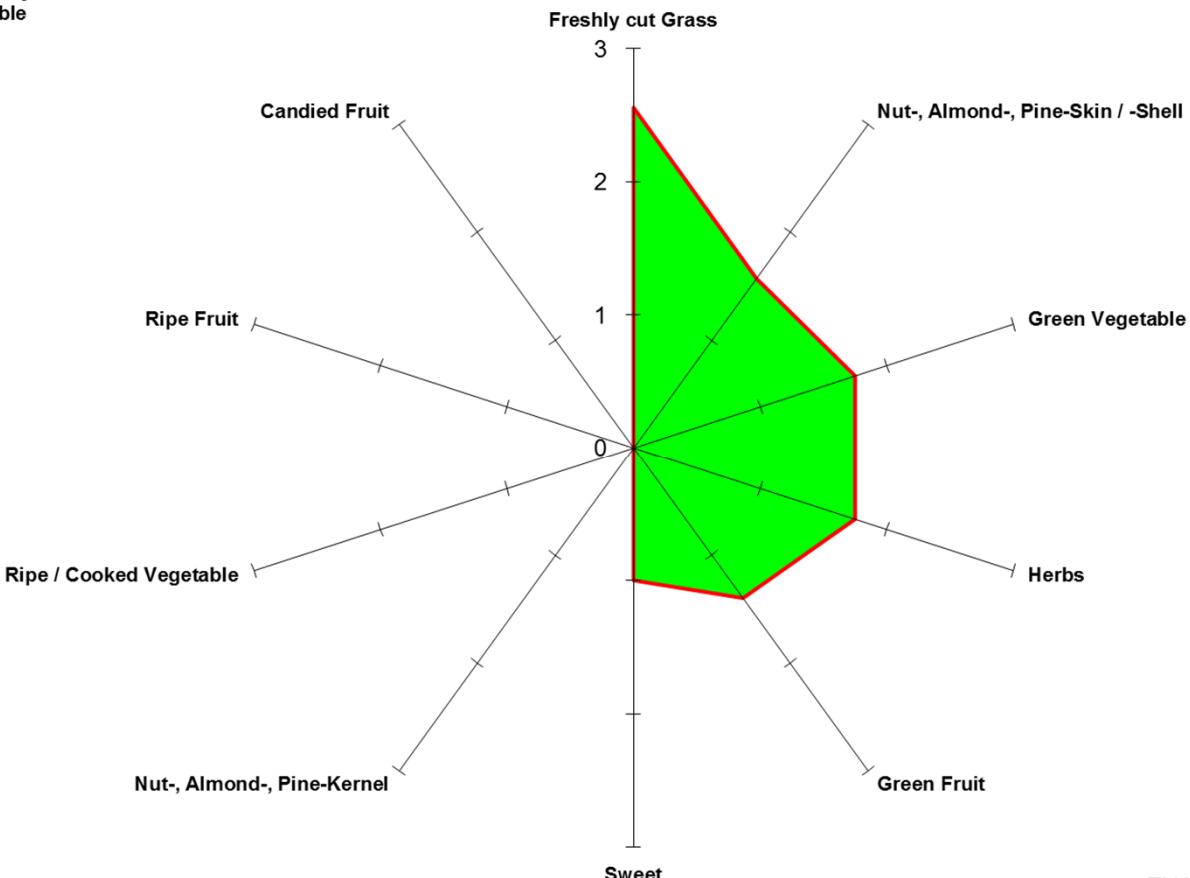
Announcement:

MUELA-OLIVES, S.L.

Rafael Muela Rodríguez
Cordoba / Spain

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, herbs, nutskin, green vegetables (artichoke, tomato), green fruit (apple, banana, fig)



GOLDEN OLIVE 2013

Category „intense“

Product (044):

PARQUEOLIVA SERIE ORO

DOP Priego de Cordoba
100% Picudo
Spain / Priego de Cordoba

Producer:

ALMAZARAS DE LA
SUBBÉTICA

Pilar Guerrero Roldán
Carcabuey / Spain

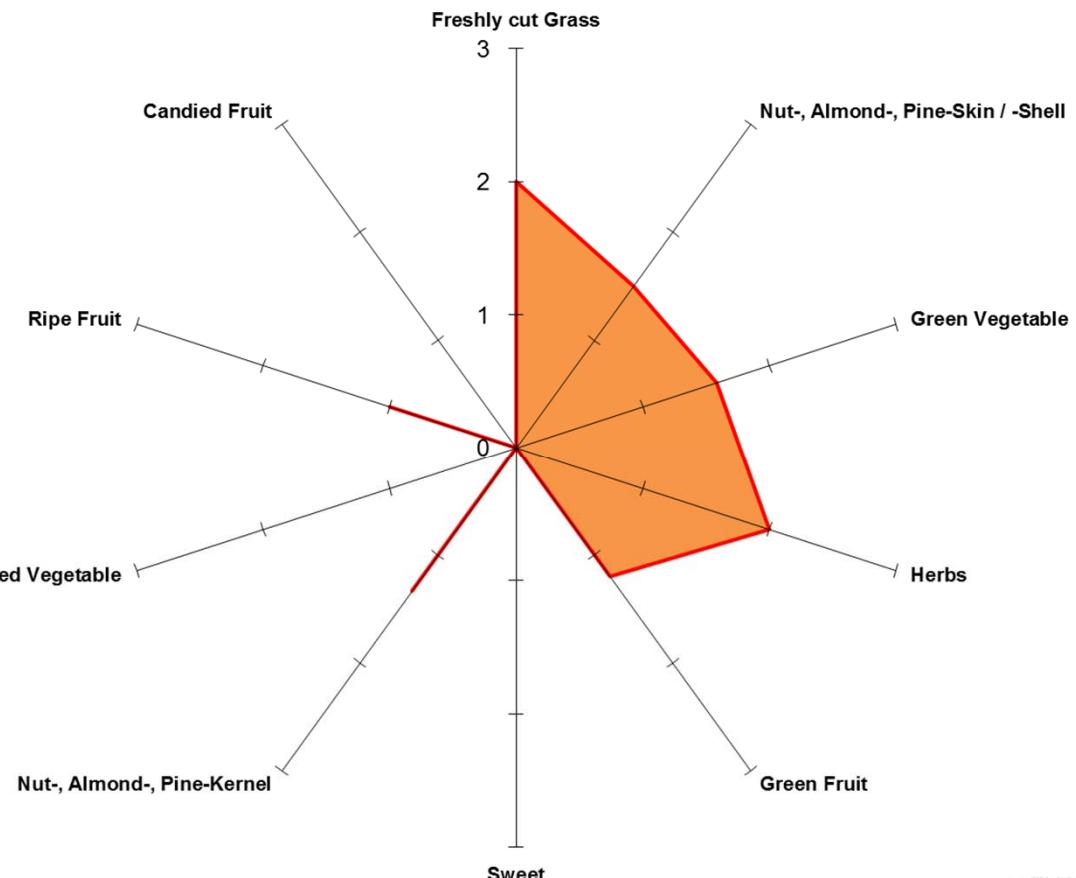
Announcement:

ALMAZARAS DE LA
SUBBÉTICA

Pilar Guerrero Roldán
Carcabuey / Spain

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green and ripe → grass, nutskin, tomato, apple, almond kernel

GOLDEN OLIVE 2013

Category „intense“



Product (132):

Olio Titone Bio

Organic
Cerasuola, Nocellara del
Belice, Biancolilla
Italy / Sicily

Producer:

Azienda Agricola Biologica
Titone

Antonella Titone
Trapani / Italy

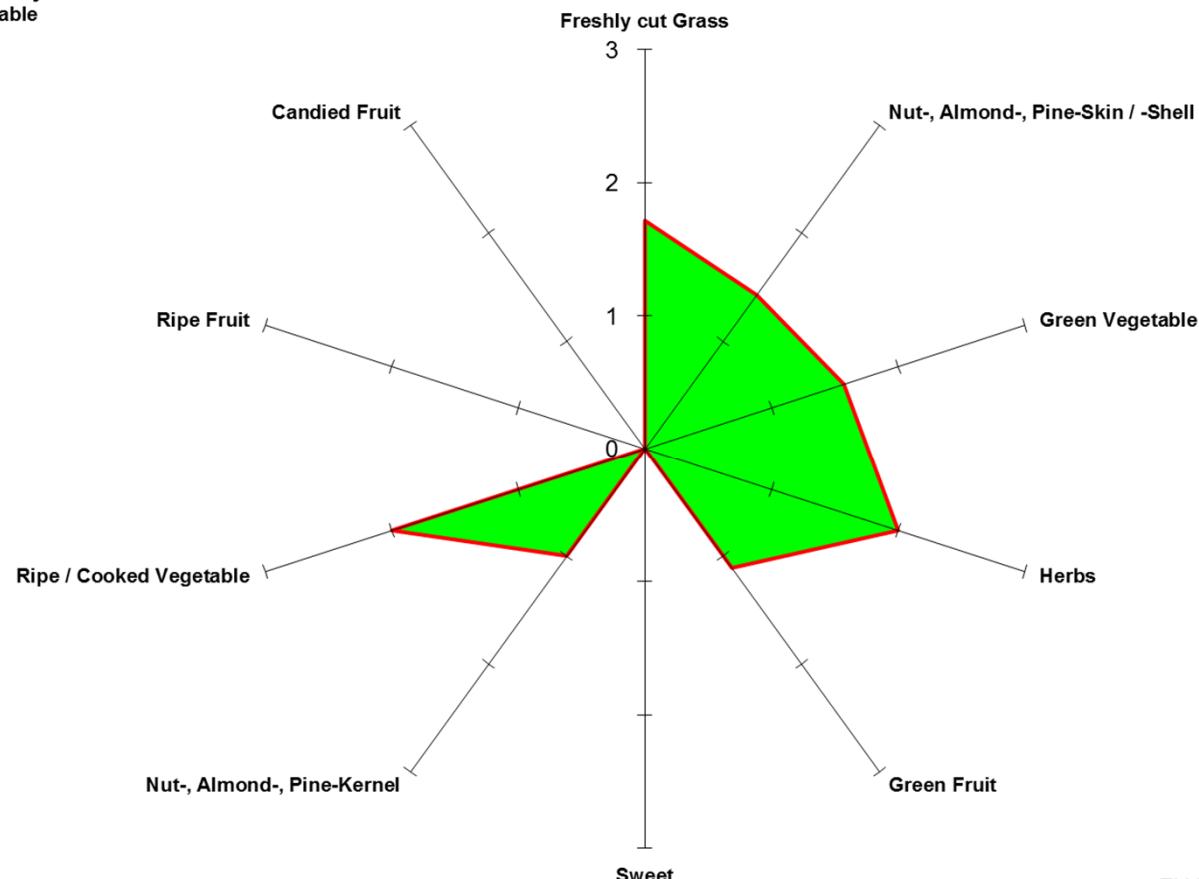
Announcement:

Food-art GmbH

Corsin Waldburger
Zuzwil / Schweiz

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → freshly cut grass, green nutskin, green tomato, herbs, green banana, citrus



Best Monovariety



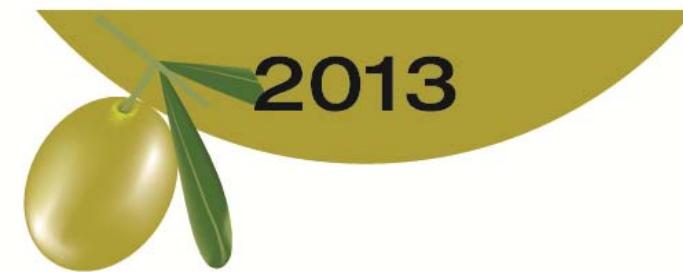
2013

Best Organic



2013

Special Prize



2013

Best of Spain



2013

Best of Portugal



2013

Best of Italy



2013

Best of Greece



2013

BEST OF GREECE 2013

Category „medium“



zhaw

Product (157):

EIRINI PIOMARIOU
Organic

IGP Lesbos
100% Kolovi
Greece / Lesvos

Producer:

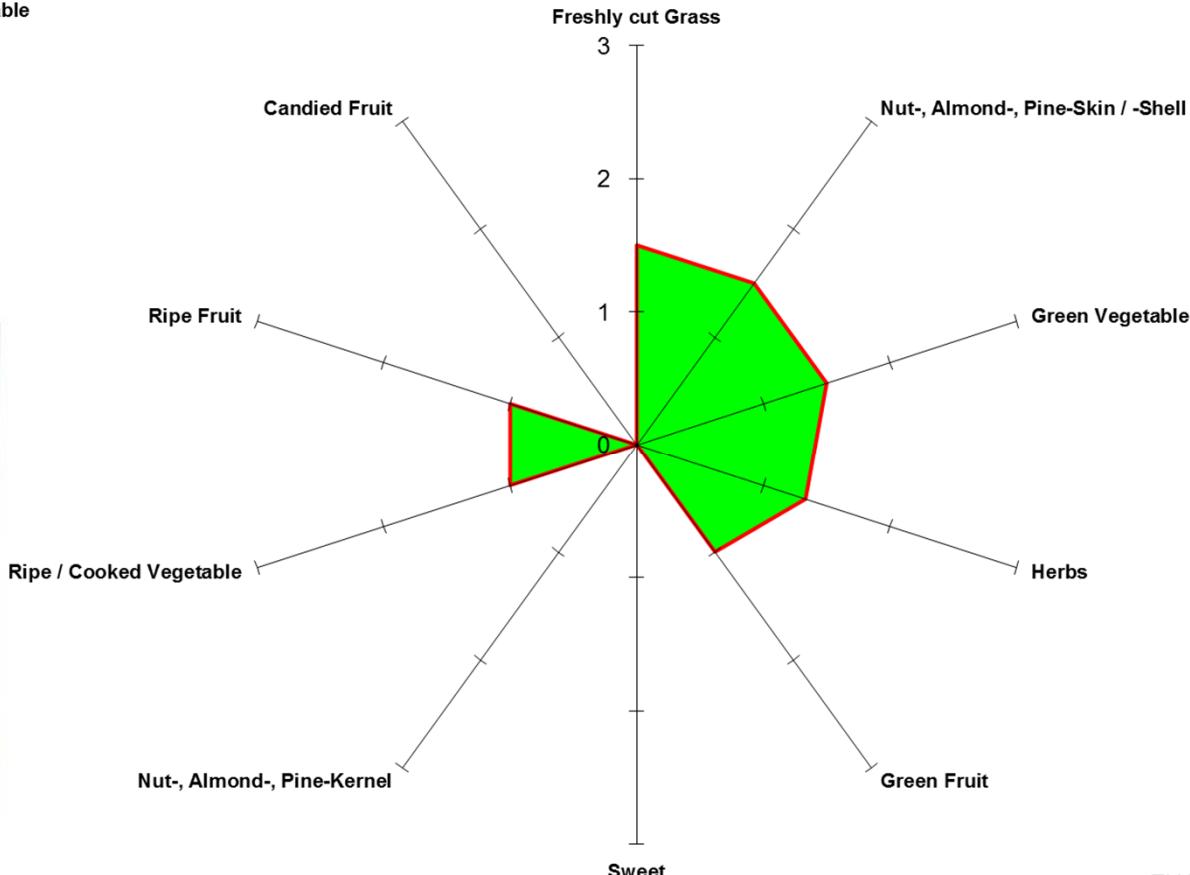
EIRINI PLOMARIOU
Myrta Kalmpoka
Plomari / Greece

Announcement:

EIRINI PLOMARIOU
Myrta Kalmpoka
Plomari / Greece

Mean / Intensity Scale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → herbs, fresh cut grass, green vegetables, green fruit (apple)



BEST OF PORTUGAL 2013

Category „medium“

Produkt (032):

Gallo Grande Escolha

Cobrançosa, Galega,
Cornicabra, Verdeal,
Madural

Portugal / Tras-os-Montes

Producer:

Gallo Worldwide

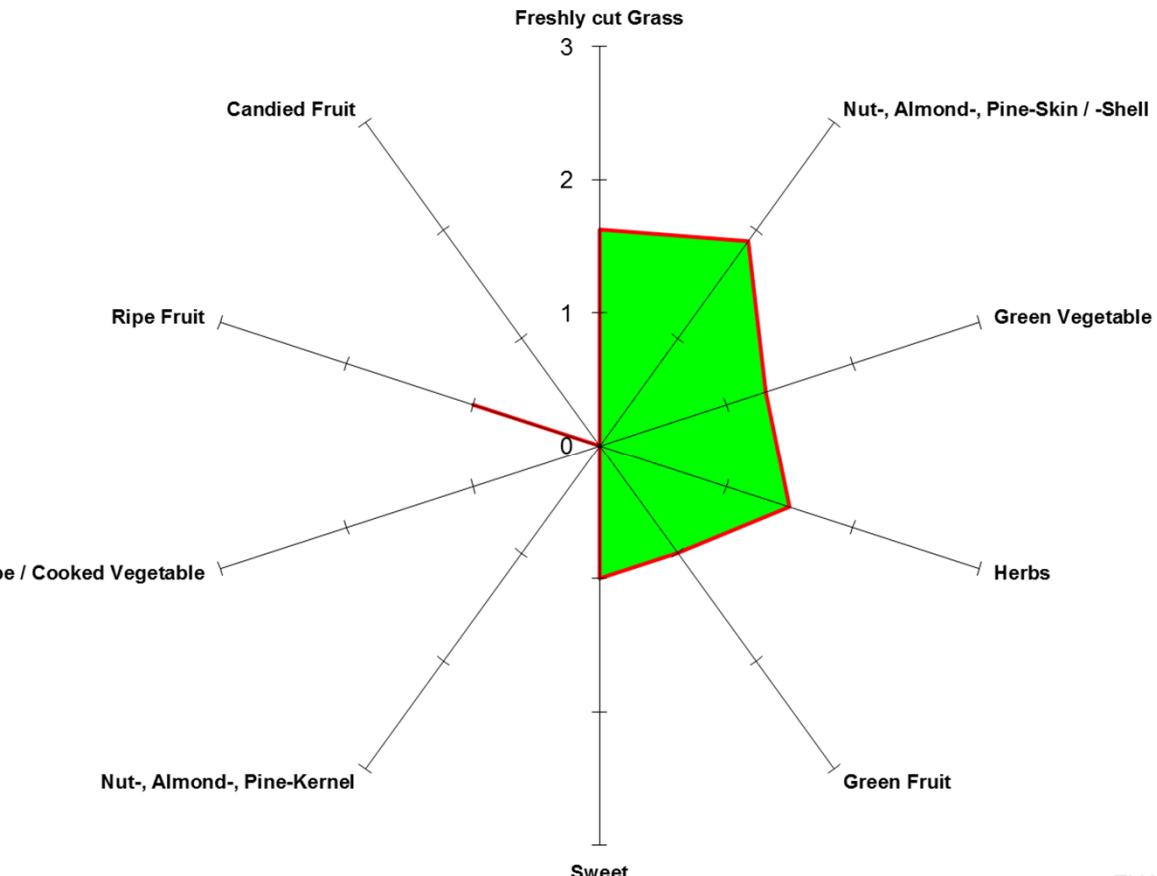
Sofia Forte Pereira
Abrantes / Portugal

Announcement:

Gallo Worldwide

Sofia Forte Pereira
Abrantes / Portugal

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, green tomato,
nutskin, green artichoke, citrus

BEST OF ITALY 2013

Category „intense“

Product (118):

Olio Extra Vergine di Oliva
Cetrone Delicato

100% Itrana
Italy / Latium

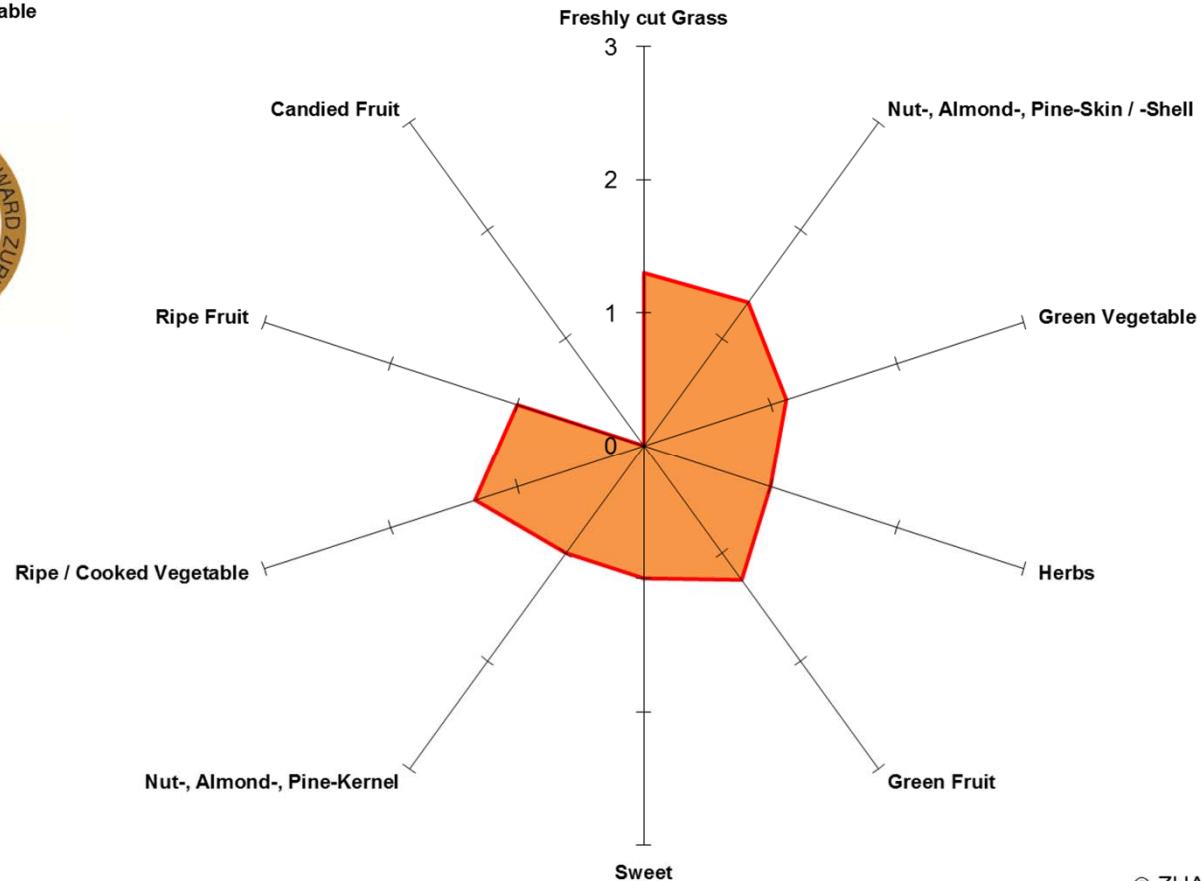
Producer:

Azienda Agricola Alfredo
Cetrone
Sonnino / Italy

Announcement:

Azienda Agricola Alfredo
Cetrone
Sonnino / Italy

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green and ripe → grass, herbs, banana, nutskin, tomato, spicy (cinnamon, resin), floral





BEST OF SPAIN 2013

Category „medium“



Product (040):

VENTA DEL BARÓN

DOP Priego de Cordoba
75% Hojiblanca, 25% Picudo
Spain / Priego de Cordoba

Producer:

MUELA-OLIVES, S.L.

Rafael Muela Rodríguez
Cordoba / Spain

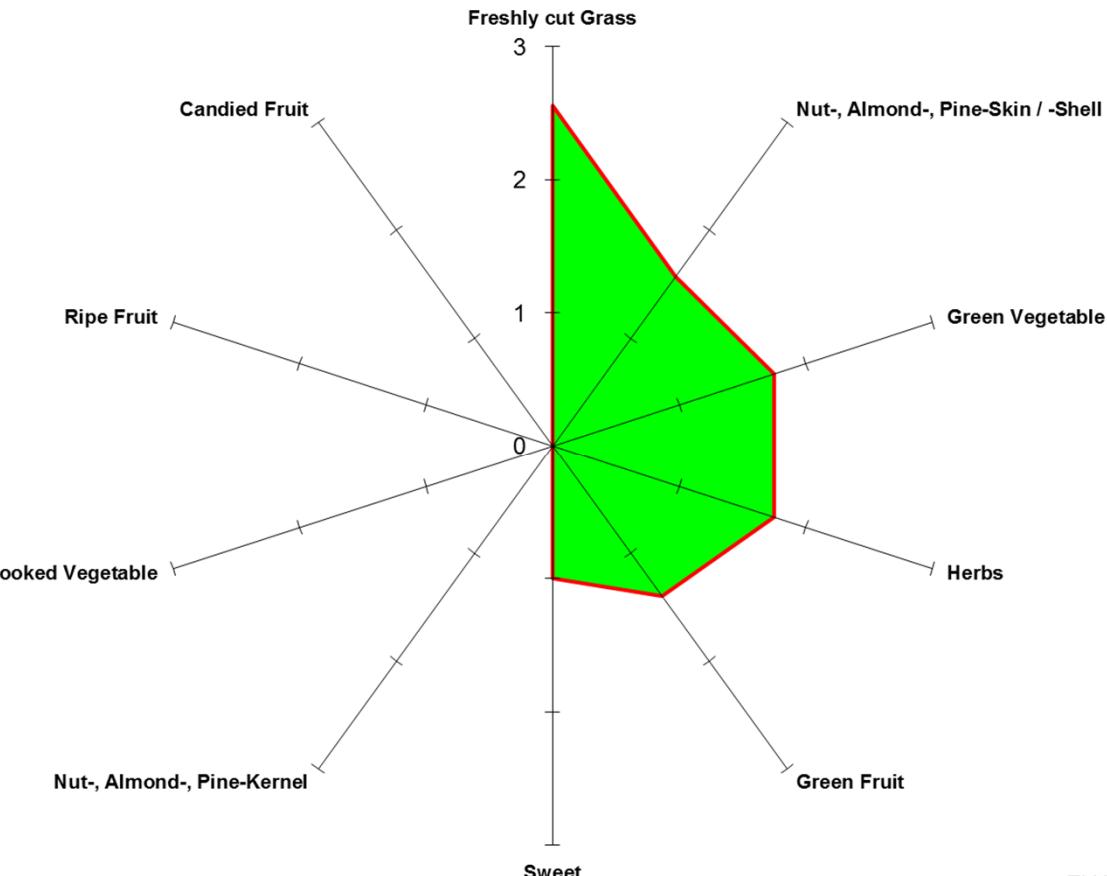
Announcement:

MUELA-OLIVES, S.L.

Rafael Muela Rodríguez
Cordoba / Spain

Mean / Intensity Skale 0 - 3

- 0 = not detectable
- 1 = slightly
- 2 = noticeable
- 3 = intense



© ZHAW

Sensory Description

green → fresh cut grass, herbs, nutskin,
green vegetables (artichoke, tomato), green
fruit (apple, banana, fig)

BEST MONO-VARIETY 2013

Category „intense“

Product (118):

Olio Extra Vergine di Oliva
Cetrone Delicato

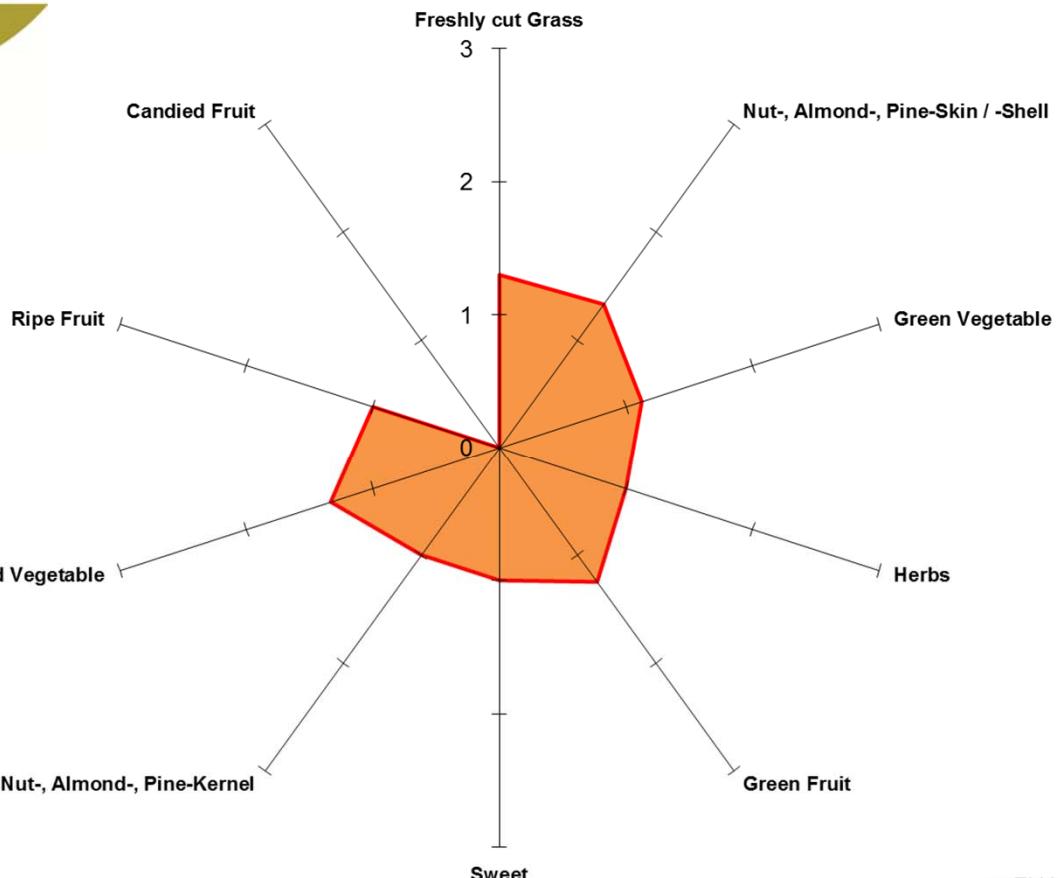
100% Itrana
Italy / Latium

Producer:

Azienda Agricola Alfredo
Cetrone
Sonnino / Italy

Announcement:

Azienda Agricola Alfredo
Cetrone
Sonnino / Italy



© ZHAW

Sensory Description

green and ripe → grass, herbs, banana,
nutskin, tomato, spicy (cinnamon, resin), floral



BEST ORGANIC 2013

Category „medium“

Product (132):

Olio Titone Bio

Organic
Cerasuola, Nocellara del
Belice, Biancolilla
Italy / Sicily

Producer:

Azienda Agricola Biologica
Titone

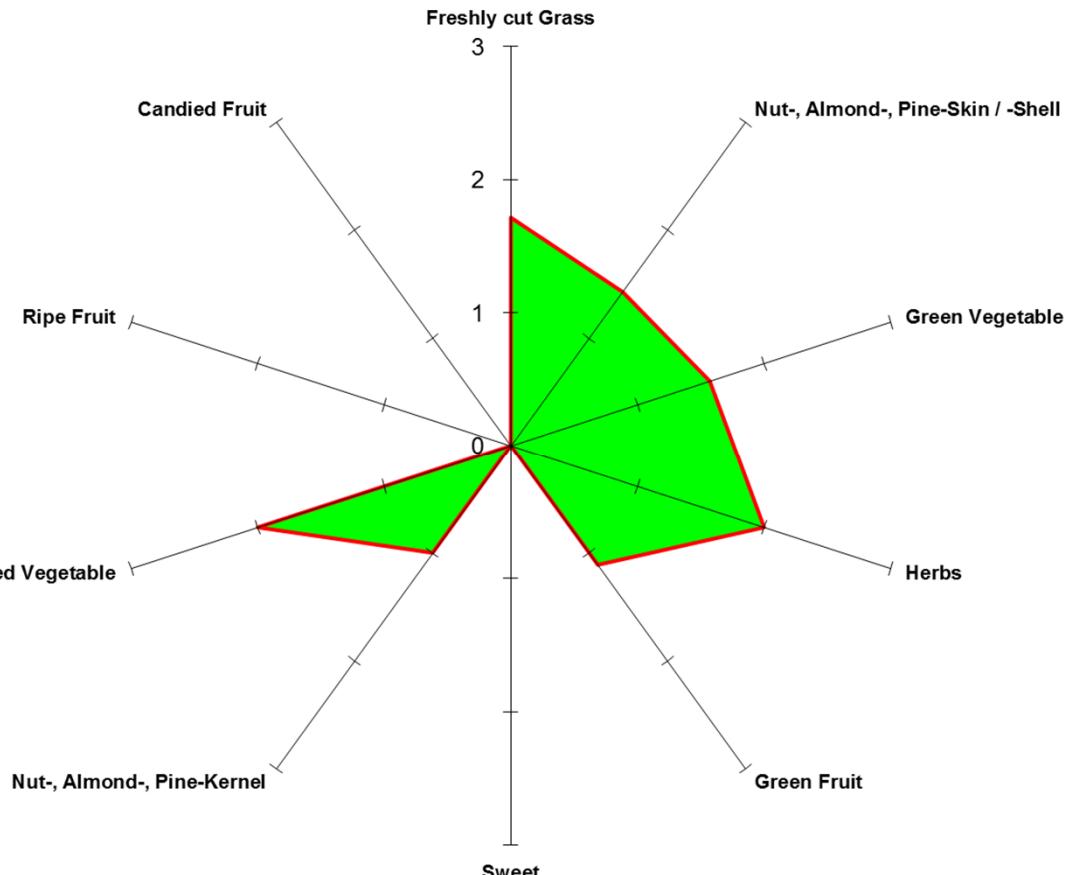
Antonella Titone
Trapani / Italy

Announcement:

Food-art GmbH

Corsin Waldburger
Zuzwil / Schweiz

Mean / Intensity Skale 0 - 3
0 = not detectable
1 = slightly
2 = noticeable
3 = intense



© ZHAW

Sensory Description

green → freshly cut grass, green nutskin,
green tomato, herbs, green banana, citrus

12th International Olive Oil Award - Zurich 2013



Congratulation !

Brand New ... **Booklet 2013**

- “Navigation System” for producers, retailers and consumers
- Containing interesting information out of the “World of Olive Oil”
- Containing all “extra virgin” Olive Oils of the Olive Oil Award 2013
- Including a short sensory description of all Olive Oils of the IOOA 2013



**1 Copy FREE
for Participants of the IOC**

We hope to see you again –
Next year on the occasion of the ...



SAVE the date ...

Olive Oil Award (IOOA) 2014
→ March 2014

Olive Congress (IOC) 2014
→ April 24, 2014

Now, we'd like to invite you to our ...

«Olive Oil Bar»

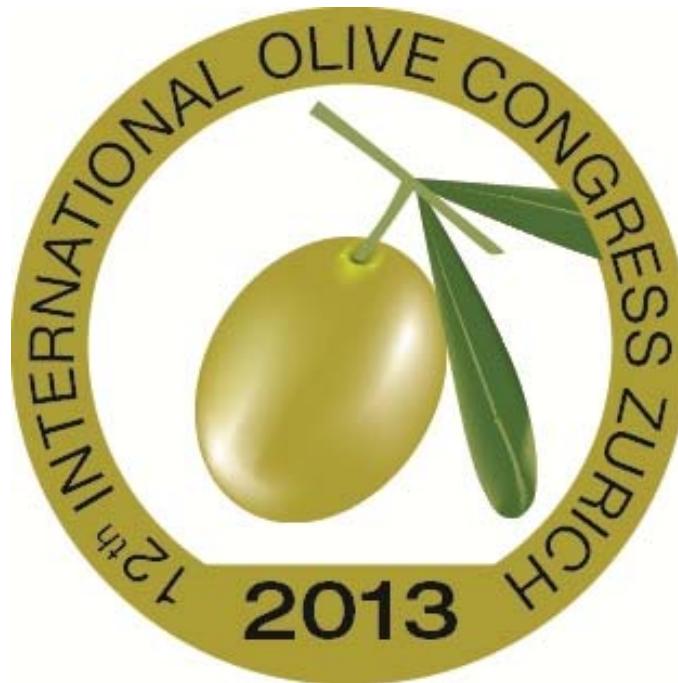
Let's taste ...

and talk ...

about the winning

Olive Oils 2013 ... !





*Thank you for your
Attention and for your
Visit to the ...*

*12th International Olive Congress
Zurich 2013*

