



Scheduled in Osaka 11-15 September 2017

**JAPAN HOSTS 4TH SOL D'ORO SOUTHERN HEMISPHERE
THE VERONAFIERE- SOL&AGRIFOOD COMPETITION ENSURES WORLDWIDE PROMOTION
OF QUALITY CULTURE FOR EXTRA VIRGIN OLIVE OIL (EVOO)**

Producers south of the Equator have until 6 September to send samples. Two different labels can be entered in the Extra Virgin Category, which is divided in turn into: intense, medium and light fruit. The agreement between Veronafiere and Intex Osaka also envisages the presentation and guided tasting of olive oils taking awards during the 2017 Olive Oil Kansai International event scheduled in Osaka in October.

Verona, 20 June 2017 - Veronafiere directly promotes and organizes the annual Sol&Agrifood show dedicated to extra virgin olive oil and quality foods. The event takes place in the Verona Exhibition Centre in conjunction with Vinitaly - the international wine and spirits fair that leads the world as regards overall area and the number of international buyers in attendance.

Promotional activities intended to raise awareness of quality culture in the extra virgin olive oil (EVOO) field scheduled during Sol&Agrifood over more than 20 years have seen Veronafiere create the Sol d'Oro International Competition, that doubled up in 2014 as Sol d'Oro North Hemisphere (held in Verona in February) and Sol d'Oro Southern Hemisphere (a travelling event held in September: the first competitions were held in Chile, South Africa and Australia). The fourth edition is scheduled 11-15 September in Osaka, Japan.

This is the most appropriate period for assessing extra virgin olive oils produced in the Southern Hemisphere, given the inverted seasonal cycle compared to the North; and although Japan, geographically speaking, is evidently in the Northern Hemisphere, it is an area of optimal convergence for operators in southern parts of the globe.

The same rules, the same assessment (blind tasting) and judgement methods applied by the two annual editions of Sol d'Oro are ensured by an international jury of great expertise and professionalism guided in both editions by Marino Giorgetti, a panel leader ensuring consolidated experience.

The only substantial difference between the two editions is the possibility for companies taking part in Sol d'Oro Southern Hemisphere to present two different labels in the extra virgin olive oil category, which in turn distinguishes between intense, medium and delicate fruity as assessed by the tasting jury.

Producers in the southern hemisphere from Peru, Argentina, Brazil, Uruguay, Chile, South Africa, Australia and New Zealand can register and send samples until **6 September** (Competition regulations and registration are available at <http://www.solagrifood.com/en/exhibitors-area/sol-doro-competition>).

The agreement between Veronafiere and Intex Osaka 2017 envisages that winners in the Sol d'Oro Northern and Southern Hemisphere Competitions will be highlighted during the Olive Oil Kansai International event. The first Japanese show dedicated exclusively to extra virgin olive oil is held in Osaka 11-13 October 2017. It will host a Veronafiere stand where promotional activities and tastings aimed at buyers will be held as part of an impressive daily schedule. Considerable interest was already generated in 2016.

Veronafiere (www.veronafiere.it) was created in 1898 and is now one of Europe's major exhibition organizers. It is the leader in Italy's agricultural and food sector as well as the organizer of major trade fairs such as Vinitaly, the world's largest wine-related trade fair; Sol&Agrifood, dedicated to the extra virgin olive oil and quality agro-foods, visited in 2017 by 58,700 operators from 130 countries; and Enolitech, the international salon for technology and machinery for viticulture, oenology, olive growing, and olive oil production.

Veronafiere also organizes Sol d'Oro, the world's most important olive oil competition aimed at promoting the best extra virgin olive oils in the world and promoting quality production.

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