

# **EVOOLEUM 2017, the greatest International Competition for the Quality of Extra Virgin Olive Oil is now open for registration**

**After the success of the first edition, which has materialized in an exclusive Guide recognized by the entire sector around the world, the EVOOLEUM WORLD'S TOP100 EXTRA VIRGIN OLIVE OILS International Competition, sponsored by Mercacei and AEMO, has opened its registration period. From today until February 28th 2017 individual producers, producer associations and production companies around the world can submit their EVOOs of the 2016/17 Campaign to participate in a Contest that will choose the best 100 extra virgin olive oils around the world. This has consolidated in this second edition with the conviction of becoming the best and most rigorous international competition for the quality of extra virgin olive oils.**

But this is only the beginning. The best 100 EVOOs in the world, sorted according to their score in the competition, will be presented at the EVOOLEUM Guide WORLD'S TOP100 EXTRA VIRGIN OLIVE OILS 2017, published in English and Spanish and of annual periodicity, whose first edition is already distributed at major fairs and events in the olive sector, as well as gourmet and delicatessen stores. It can also be bought online and in a brief period of time will be available in app for smartphones and tablets, being compatible with iOS and Android operative systems.

EVOOLEUM WORLD'S TOP100 EVOOs International Competition has two distinguishing factors: Rules that guarantee the most objective, rigorous and independent process of valuation and classification of samples; and Tasting Panel formed by the most prestigious international experts.

The different categories established in the contest will allow consumers to know which are the best EVOOs in the world attending to their organoleptic characteristics, origin, olive varieties, Protected Designation of Origin or packaging, without forgetting the organic oils.

Therefore, the following awards in different categories will be established: Award for Best Extra Virgin Olive Oil, which will be the one who obtains the highest absolute score; EVOO TOP 10, the best ten EVOOs in total score; Best Green Fruitiness and Best Ripe Fruitiness (as the category of fruitiness); Best Intense Fruitiness, Best Medium Fruitiness and Best Light Fruitiness (as the intensity of fruitiness); Best of each country, considering only those countries presenting five or more samples (depending on the origin); Best Monovarietal, also considering only those olive varieties that have five or more samples; Best Southern Hemisphere and Best Northern Hemisphere; Best Organic Oil in the categories of Intense Fruitiness, Medium and Light; Special Award for the Best Protected Designation of Origin, which will be the one whose three best oils add up more points than the rest of PDOs; Award for Best packaging, in the following categories: Best Design EVOO Premium (gourmet segment), Best innovative Design and Best Design in Retail (those oils oriented to the market sales in the retail area). In each of the three categories Gold, Silver and Bronze medals will be awarded.

The EVOOs submitted should come from a batch of at least 2,500 liters, stored in the oil mill and the candidate must maintain the oil in their facilities until at least 30 days after the closing of the competition notice. Each candidate may submit only one sample per trademark or type of oil.

### **How to register**

The competition has its own website with versions in Spanish and English, [www.evooleum.com/en](http://www.evooleum.com/en), notable for its elegant design, simplicity, cleanliness and clarity. In it those interested can find detailed information about the competition and the contest as well as the registration form and composition of the Tasting Panel.

**Lien article :** <http://en.mercacei.com/noticia/1408/news/evooleum-2017-the-greatest-international-competition-for-the-quality-of-extra-virgin-olive-oil-is-now-open-for-registration.html>