



## Rules of the International Olive Oil Competition EVO IOOC ITALY EVO International Olive Oil Contest®

### 1. Organization

The **EVO IOOC Italy EVO International Olive Oil Contest®** was established in 2016 with the objective of promoting and enhancing the high-quality extra virgin olive oil sector.

The contest rewards the best extra virgin olive oils and Flavoured extra virgin olive oils in the world.

The contest comprises two distinct sections. The **EVO IOOC Italy EVO International Olive Oil Contest** is **exclusively dedicated to the evaluation of extra virgin olive oils**, while the **EVO IOOC Italy EVO International Olive Oil Contest** is **exclusively dedicated to the evaluation of Flavoured EVOO**.

The international contest, which takes place in Italy, is organised by the Association EVO IOOC on behalf of the EVO IOOC Italy EVO International Olive Oil Contest®.

### 2. Mission

EVO IOOC Italy is a competition organized to achieve the following objectives:

- ✓ The competition will recognise and reward the best extra virgin olive oils and condiments (Flavoured EVOOs) from around the globe.
- ✓ The event will also serve to promote the benefits of extra virgin olive oil in a healthy diet among consumers.
- ✓ The aim is to promote awareness and disseminate information about the health, pharmacological and nutritional (nutraceutical) properties of EVOO to consumers.
- ✓ We aim to encourage the international market to utilise this staple food in their kitchens, given the exceptional qualities of extra virgin olive oil produced in different countries.
- ✓ The objective is to promote the exceptional qualities of extra virgin olive oil produced in various countries on an international scale.
- ✓ The objective is to promote and increase visibility of the extra virgin olive oil and Flavoured EVOO market in Italy, the Mediterranean area and the rest of the world.
- ✓ It is also important to highlight the advantages of using extra virgin olive oil in the Mediterranean diet.
- ✓ Promote the winning producers among buyers, consumers, international markets and in the various media.
- ✓ The objective is to increase the consumption of high-quality extra virgin olive oil on an international scale.
- ✓ The aim is to encourage extra virgin olive oil (EVOO) producers to improve overall product quality through comparison and competition.
- ✓ The objective is to highlight the best producers of extra virgin olive oil and Flavoured EVOO, as well as the territory of production.

Furthermore, the EVO IOOC Italy:

- ✓ The project, entitled "Traceability of EVOOs", is a significant study on the identification of extra virgin olive oils. It is being promoted by the Council for Research in Agriculture and the Analysis of the Agricultural Economy – Research Centre for Olive, Fruit and Citrus Crops (CREA OFA – Italy) and will allow participation.
- ✓ The products will be evaluated and awarded by a panel of experts in the field of extra virgin olive oil.
- ✓ All samples will be evaluated by a panel of professional tasters from around the globe, led by the esteemed Antonio G. Lauro.
- ✓ The EVO IOOC Italy EVO International Olive Oil Contest® trophies will enhance the prestige of winning brands in international markets, offering exclusive benefits. As the leading international showcase for winning products, the EVO IOOC Italy EVO International Olive Oil Contest® connects them with the most influential distributors and importers worldwide.

- ✓ By participating in the EVO IOOC Italy EVO International Olive Oil Contest®, you can include your extra virgin olive oil and Flavoured EVOO in the special guide, the EVO IOOC Guide Buyers Edition, which will be distributed at international events and sent to the most important distributors and importers in the world. This guide will be available in English and Italian.
- ✓ The EVO IOOC Guide Buyers Edition will provide consumers with a valuable decision-making and orientation tool for purchasing the winning products.
- ✓ A distinctive trophy will be presented to the winners of each category (Conventional, Organic, PDO/PGI, Monovarietale, Blend, Flavoured, Design).
- ✓ By claiming the EVO IOOC Italy EVO International Olive Oil Contest®, you will be entitled to 10 points, which will be valid for the world ranking by WREVOO (World Ranking Extra Virgin Olive Oil).
- ✓ You can offer consumers a range of certificates of excellence, including Best in Class, Best of Country, Special Awards, Gold, and Silver Medals, which are issued by the EVO IOOC Italy EVO International Olive Oil Contest®.
- ✓ All winners will benefit from global advertising through our official website and the social media channels of the EVO IOOC Italy EVO International Olive Oil Contest® (Facebook, Twitter, Instagram) and through the contest newsletter, which is sent to thousands of consumers. The winners will be promoted to a number of key audiences, including olive oil enthusiasts, influencers, chefs, buyers, online and offline sales chains, and professionals in the food sector. Additionally, the winners will be featured in media coverage and dedicated articles on our blog, provided by our media partners.
- ✓ Promote awareness among consumers of the health, pharmacological and nutritional (nutraceutical) properties of EVOO.
- ✓ The winning companies' EVOO and Flavoured EVOO will be showcased to consumers and chefs in culinary art schools and restaurants, both in Italy and abroad, during events related to oleo-gastronomy.
- ✓ All winning bottles will be eligible to display the quality stickers (Best in Class; Best of Country; Special Awards; Gold and Silver Medals) issued by the organisation.
- ✓ Each product in competition will be benchmarked against the best EVOO and Flavoured EVOO in the world.
- ✓ All producers will have the opportunity to assess their quality standards in an international context, and the awards received will serve as a prestigious marketing tool for their products.

### 3. EVO IOOC Italy participating products<sup>(1)</sup>

The following products have been accepted to participate in EVO IOOC Italy EVO International Olive Oil Contest® **Extra Virgin Olive Oils** from all over the world (Northern and Southern Hemisphere):

- A) Conventional Extra Virgin Olive Oil;
- B) Organic Extra Virgin Olive Oil;
- C) PDO/PGI Extra Virgin Olive Oil.

Additionally, samples of extra virgin olive oil may be:

- D) Single varietal Extra Virgin Olive Oil (Monovarietal extra virgin olive oil);
- E) Coupage Extra Virgin Olive Oil (A Blend of two or more varieties).

Additionally, **flavoured extra virgin olive oils**, which may be flavoured in various ways, are eligible to participate in the competition:

- F) Condiments (Flavoured EVOOs).

<sup>(1)</sup> Products from around the globe may enter the categories indicated, provided they are bottled and bear an official brand label compliant with the laws of the country of origin. By entering the contest, participants agree to abide by the stated rules and regulations, as well as the decisions of the judging panel, which are final.

### EVOO

The product must be accompanied by:

- ✓ chemical analysis certificate issued by an accredited testing lab (ISO 17025 compliant) indicating free fatty acids, peroxides, absorption characteristics ( $K_{232nm}$ ,  $K_{270nm}$ , and  $\Delta K$ ), etc.;
- ✓ panel test issued by an accredited testing lab (IOC, EU, etc.) or self-certification of the fruity, bitter and pungent category with indication of the respective intensity (delicate, medium, robust) and absence of defects;
- ✓ In the case of organic production and/or PDO/PGI, the certificate issued by the control body must be enclosed. This refers to the batch of the sample entered and dated within 180 days prior to submission. In the case of extra virgin olive oils, samples must meet the following criteria: the median of the defects must be equal to 0 ( $Md= 0$ ) and the median of the fruity attribute must be above 0 ( $Mf> 0$ ).

All parameters must comply with the limits set by the IOC (IOC/T.20) and the Commission Regulation (EEC) No 2568/91, as amended.

### **Flavoured EVOO**

It is a requirement that the organic Flavoured EVOO be accompanied by the appropriate certification issued by the control body.

### **4. Participation**

The EVO IOOC Italy competition is open to all individual producers (olive growers), olive oil mills, producer cooperatives and cooperative associations, bottlers, export companies and any type of business enterprise that produces, bottles and trades in branded extra virgin olive oil.

The Organising Committee reserves the right to request proof of provenance for all samples submitted. This must be provided in the form of appropriate documentation.

All submitted samples must be labelled with an official brand in accordance with the laws of the country of origin. Furthermore, all samples of extra virgin olive oil presented at the EVO IOOC Italy EVO International Olive Oil Contest® must comply with the following requirements:

- ✓ All samples must originate from a single, homogeneous batch of at least 500 litres.
- ✓ They must also be bottled in appropriate bottles or containers containing 1 litre or less.
- ✓ Furthermore, they must be accompanied by certification from an accredited laboratory, including chemical analysis and a panel test.

The **Flavoured EVOO** presented at the EVO IOOC Italy EVO International Olive Oil Contest® must comply with the following requirements:

- ✓ The product must originate from a single, homogeneous batch of at least 100 litres.
- ✓ It must also be bottled in appropriate bottles or containers containing 1 litre or less.

Any exceptions to these requirements, provided that they are justified, may be approved by the President of the Contest.

### **5. EVO IOOC Guide Buyers Edition**

As part of your entry into the competition, you will also have the opportunity to provide data that will be included in the EVO IOOC Guide Buyers Edition.

The winning olive oils and Flavoured EVOOs from the EVO IOOC Italy EVO International Olive Oil Contest® will be showcased in a dedicated guidebook for buyers, which will be distributed at international events.

EVO IOOC Italy will reserve one page for each winner, with a comprehensive and accurate technical profile, by the commencement of the competition.

In the event of an incomplete and/or incorrectly completed form, inclusion in the guide will not be assured.

Please note that inclusion in the guide is complimentary and contingent upon receiving one of the EVO IOOC Italy awards.

### **6. Payment methods**

EVO IOOC Italy EVO International Olive Oil Contest® Payment methods:

- ✓ By Credit Card via PayPal
- ✓ By PayPal
- ✓ By Direct Bank Deposit addressed to  
Associazione EVO IOOC  
BANK ACCOUNT DETAILS:  
BPER Banca  
Via Roma, 44 - 89015 Palmi (RC) - Italy  
IBAN: IT02Q0538781490000043039713  
BIC SWIFT: BPMOIT22XXX

Kindly enter the number of registration slots available on the personal dashboard (FLV EVOO CODE) and the product names entered in EVO IOOC Italy in the Comments section.

Please note that samples that are not compliant with payment or any expenses for customs clearance will not be admitted to judgement.

## 7. Invoice Information

Invoices are mandatory for non-EU shipments. They must contain the product name and report it as an EVO IOOC Italy Contest entry.

### Invoice

Associazione EVO IOOC  
Via Giotto 11 - 89015 Palmi (RC) - Italy  
Fiscal Code: 91032030800

## 8. Sample evaluation

Once all the relevant documentation for each product has been verified, the sample will be placed in the appropriate category.

The evaluation of the samples will be conducted using an app developed for the EVO IOOC Italy EVO International Olive Oil Contest®. This app will be used during the tasting sessions and will display the official tasting sheet and a points system ranging from 0 to 100.

## 9. The Jury

The President and a technical committee will be responsible for selecting the jury and commission members. The number of judges tasting the samples will be determined by the number of samples entered into the contest.

The President (Panel Leader) and the General Manager of EVO IOOC Italy will oversee the proceedings of the contest. The jury will comprise individuals with an excellent reputation in the world of extra-virgin olive oil (EVOO) and who are widely recognised as opinion leaders in their respective countries. Their extensive knowledge of the olive oil sector and expertise will contribute to the success of the competition, enhancing its global reputation.

To guarantee the highest level of transparency, judges participating in the EVO IOOC Italy EVO International Olive Oil Contest® Competition will refrain from evaluating extra virgin olive oils or Flavoured EVOOs from any company in which they or their relatives are involved, whether as producers, bottlers, or distributors, and so forth.

In order to ensure the highest standards of impartiality, all judges are required to sign a declaration stating whether they have any involvement with companies in the oil-growing, milling or bottling sectors. In the event that a judge has connections, they will be assigned samples where there is no conflict of interest.

## 10. Results

All winners will be informed of the outcome of the contest on the EVO IOOC Italy EVO International Olive Oil Contest® website ([www.evoiooc.com](http://www.evoiooc.com)). Additionally, a notification will be sent via email.

Following the announcement of the results, the certificate for the awarded prize (Diploma) will be made available for download in the reserved area of the [apevo-iooc.it](http://apevo-iooc.it) website (MY DOCUMENTS).

Please note that the publication of the results on the competition website constitutes the only official notice certifying the awarding of the prize to the company. This will recognise the high quality of the product, as judged by the official panel of the EVO IOOC Italy competition.

Any other form of publicity of the competition results will be considered provisional until the final results are published on the official website of the competition ([www.evo-iooc.com](http://www.evo-iooc.com)).

Upon written request from the relevant companies, we will provide a brief description of the extra virgin olive oil or Flavoured EVOO submitted to the competition, along with information on its classification in the product category (including scores, strengths, and weaknesses, if any).

The competition has established various prize categories:

Extra virgin olive oil:

- ✓ Best in Class, Special Award and Best of Country<sup>(4)</sup>;
- ✓ Other awards<sup>(5)</sup> (Gold Medal, Silver Medal).

Condiments (Flavoured EVOOs):

- ✓ Best in Class<sup>(4)</sup>;
- ✓ Other awards<sup>(5)</sup> (Gold Medal, Silver Medal).

<sup>(4)</sup>A trophy will be presented to the winners of each category at the EVO IOOC Italy EVO International Olive Oil Contest®, along with a certificate validating the prize. The official representative of the producer or their delegate will be presented with the trophy at the awards ceremony. The awards may be collected within a few days of the ceremony, or they may be shipped at the producer's expense to the address provided on the entry form if requested in writing.

<sup>(5)</sup>All winners of other awards will receive a certificate validating the award and specifying the category of the award. The diploma will be available for download from the official contest website once the contest has concluded.

## 11. Awards

The competition consists of two distinct sections:

**1. EVO IOOC Italy EVO International Olive Oil Contest® reserved for Extra Virgin Olive Oils**

**2. EVO IOOC Italy EVO International Olive Oil Contest® reserved for Flavoured EVOOs**

and confers the following awards:

**EVO IOOC Italy EVO International Olive Oil Contest®**

The absolute prizes of the competition consist of the Best in Class Awards awarded to the best EVOOs or Condiments (Flavoured EVOO) in the category to which they belong.

### 1. EVO IOOC Italy EVO International Olive Oil Contest® - Extra Virgin Olive Oil.

**Best in Class** divided into extra virgin olive oils from the Northern Hemisphere or the Southern Hemisphere:

- ⊕ EVO IOOC Italy Best International Award - North Hemisphere: top prize to the best single varietal, coupage (blend) or organic extra virgin olive oil from the Northern Hemisphere.
- ⊕ EVO IOOC Italy Best International Award - South Hemisphere: top prize to the best single varietal, coupage (blend) or organic extra virgin olive oil from the Southern Hemisphere.
- ⊕ EVO IOOC Italy Best International Organic - North Hemisphere: top prize to the best organic extra virgin olive oil from the Northern Hemisphere.
- ⊕ EVO IOOC Italy Best International Organic - South Hemisphere: top prize to the best organic extra virgin olive oil from the Southern Hemisphere.
- ⊕ EVO IOOC Italy Best International PDO/PGI - North Hemisphere: top prize to the best PDO/PGI extra virgin olive oil from the Northern Hemisphere.
- ⊕ EVO IOOC Italy Best International Monovarietal - North Hemisphere: top prize to the best single varietal extra virgin olive oil from the Northern Hemisphere.
- ⊕ EVO IOOC Italy Best International Monovarietal - South Hemisphere: top prize to the best single varietal extra virgin olive oil from the Southern Hemisphere.
- ⊕ EVO IOOC Italy Best International Coupage - North Hemisphere: top prize to the best coupage (blend) extra virgin olive oil from the Northern Hemisphere.
- ⊕ EVO IOOC Italy Best International Coupage - South Hemisphere: top prize to the best coupage (blend) extra virgin olive oil from the Southern Hemisphere.

To the absolute prizes listed above are added Special Awards and Best of Country.

#### Special Awards

- ⊕ EVO IOOC Italy Best of Host Region: top prize to the best single varietal, coupage (blend) or organic extra virgin olive oil from the Italian region hosting the competition.
- ⊕ EVO IOOC Italy Ràul C. Castellani Best of South America dedicated to who has been the Technical Director and co-founder of the Contest, for the best extra virgin olive oil monovarietal, coupage (blend) or organic from South America.
- ⊕ EVO IOOC Italy Best Of Area, special award to the best extra virgin olive oil of a single region or area.

#### Best Of Country

- ⊕ EVO IOOC Italy Best Of Country, special award to the best extra virgin olive oil of a single country.

### 2. EVO IOOC Italy EVO International Olive Oil Contest® reserved for Flavoured EVOOs

#### Best in Class

- ⊕ EVO IOOC Italy Best International Flavoured EVOO: top prize to the best Flavoured extra virgin olive oil.

Other awards (**Gold** and **Silver** Medals) for Extra Virgin Olive Oil and Flavoured EVOO.

- ⊕ EVO IOOC Italy Gold Medal (from 84 to 100 points)
- ⊕ EVO IOOC Italy Silver Medal (from 65 to <84 points)

In the event that an extra virgin olive oil achieves the highest score in more than one category in the competition, it will be awarded a single prize. The order of this prize will be as follows:

- ✓ Best International;
- ✓ Best Organic;
- ✓ Best PDO/PGI;
- ✓ Best Monovarietal;
- ✓ Best Coupage;

- ✓ Best of Country;
- ✓ Special Awards.

## 12. Stickers<sup>(6)</sup>

To encourage the commercial activity and promotion of extra virgin olive oils and Flavoured EVOOs awarded in the competition, the organisation will provide, upon request and for a fee, the high definition file of the sticker showing the category of prize won (Best in Class; Best of Country; Special Awards; Gold Medal; Silver Medal) to be printed and affixed on the label.

Please find below the price list for files with the sticker certifying the category of prize won.

- ✓ Only one sticker: **€ 150,00**
- ✓ Up to 2 stickers: **€ 120,00 each**
- ✓ More than 2 stickers: **€ 100,00 each**
- ✓ The cost for a single sticker is **€ 150.00**.
- ✓ For up to two stickers, the cost is **€ 120.00 each**.
- ✓ For more than two stickers, the cost is **€ 100.00 each**.

<sup>(6)</sup>**Printing specifications for stickers:** The print size is 30mm x 30mm. The edge requirements are as follows:

- ✓ Minimum size: 2.54mm
- ✓ Maximum size: 2.54mm It is recommended that the cutting line be indicated with a 0.5-1pt magenta mark.

Please access your private area or contact us at [info@evo-iooc.com](mailto:info@evo-iooc.com) to request the file, attaching your payment receipt. Winners are permitted to affix the adhesive labels provided by the Contest Organisation to bottles containing the same product (same harvest, olive varieties and production batch) and in the same packaging as the winning sample.

**The prize sticker may not be used for any other purpose.**

## 13. Terms and Conditions

The technical committee of the EVO IOOC Italy EVO International Olive Oil Contest® reserves the right to carry out an analytical check of the extra virgin olive oils and condiments that will win one of the competition prizes. This will be done by sending the sample to an analysis laboratory accredited for commercial compliance verification. A sample of all winning products will be retained by the President of the competition for a period of 30 days following the conclusion of the prize in order to facilitate potential analysis and checks.

Furthermore, all stored samples can be used for the promotion and dissemination of the quality of EVOO.

It is the responsibility of the individual company or natural person participating to ensure the accuracy and authenticity of all data reported on the registration form. The technical committee reserves the right to verify this information.

It is prohibited to reproduce or falsify the name, competition logo, sticker and certificate of the prizes won, as well as the certificate of attestation of the prize awarded and the competition's name and logo. These may be used by winning companies for promotional purposes.

Any breach of this agreement will result in legal action being taken against the offender.

In the event of a dispute with the EVO IOOC Italy EVO International Olive Oil Contest®, the parties agree to submit to the exclusive jurisdiction of the Palmi (Italy) court, regardless of the nationality of the contestants.

Documents pertaining to the competition must be submitted in either Italian or English. The Organising Committee reserves the right to amend the above terms and conditions at any time should the need arise.

In the event of a dispute regarding the EVO IOOC Italy EVO International Olive Oil Contest®, the samples will not be subject to further tasting. The decision of the jury is final and binding. Participation in the contest implies acceptance of this rule.

## 14. Contacts

- *EVO IOOC Italy - EVO International Olive Oil Contest*  
Via Giotto, 11 - 89015 PALMI (RC)  
Fiscal code: 91032030800 - E-mail: [info@evo-iooc.com](mailto:info@evo-iooc.com)
- *EVO IOOC Italy Competition Presidency: Antonio G. Lauro*  
via Giotto, 11 - 89015 Palmi (RC) - e-mail: [lauro@evo-iooc.com](mailto:lauro@evo-iooc.com)
- *General Direction of the EVO IOOC Italy Competition: Stefania Reggio*  
Corso Europa, 16 - 20060 Pessano Con Bornago (MI) - e-mail: [reggio@evo-iooc.com](mailto:reggio@evo-iooc.com)
- *Technical Direction of the EVO IOOC Italy Competition: Leonardo Castellani*  
Città di Mendoza Mendoza (Argentina) - e-mail: [info@evo-iooc.com](mailto:info@evo-iooc.com)
- *Website: [www.evo-iooc.com](http://www.evo-iooc.com) - Official e-mail address: [info@evo-iooc.com](mailto:info@evo-iooc.com)*