



Media release

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ENTRIES OPEN FOR SA OLIVE AWARDS

Entries for the 2014 SA Olive Awards are open. One hundred per cent locally-produced South African olive oils are eligible to enter the annual competition, now in its 9th year. SA Olive, the local industry regulator, invites entries in the categories for Delicate, Medium and Intense oils by 24 July.

A panel of qualified olive oil experts will rate this year's contenders during a four-day blind tasting according to the quality, complexity and balance in terms of aroma and taste. The top olive oils in each category will be honoured with Gold, Silver or Bronze medals during the award ceremony on 28 August.

Commenting on quality in the local industry, SA Olive chairman, Nick Wilkinson, says "The standard of local olive oils is generally exceptional and they compare favourably with the best in the world – a medal received in this competition gives consumers the assurance that they can expect to taste the best of the best."

The 2014 SA Olive Awards catalogue and competition entry forms are available on www.saolive.co.za. For more information, contact Surita van der Westhuyzen at tel 021 863 1599, email surita@efpromosies.co.za

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ENDS

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