



Media release

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INTERNATIONAL EXPERT FOR SA OLIVE

An esteemed international olive oil expert has joined forces with the highly qualified judging panel for the 2014 SA Olive Awards. The competition, now in its ninth year, has attracted 76 locally produced extra virgin olive oils which will be evaluated at the Nederburg Auction Complex from 11-14 August.

This year's judging line-up comprises Mauro Amelio, an accredited International Olive Oil Council (IOC) panel leader, local olive oil experts Gerrie Duvenage, Reni Hildenbrand, Louise Rabie, Robert Claasens, Leonard Arangies and Benedetta Lami.

Amelio works closely as a tutor, taster and scientific advisor for the National Organization of Olive Oil Tasters (ONAOO) in his native Italy. He has been dealing with physical-chemical quality control, sensory evaluation and the manufacturing process of a leading Italian olive oil company for many years. Amelio is also the co-author of several scientific papers on methods to analyse olive oils.

The local judges have all completed an official judging course and passed the international Threshold test enabling them to detect defects and differentiate between good and excellent oils from among such a large number of entries.

Medal contenders in the Delicate, Medium and Intense Extra Virgin Olive Oil categories will be rated according to quality, complexity and balance in terms of aroma and taste

The top olive oils in each category and the ABSA Olive Achiever of the Year will be honoured during the awards ceremony on 28 August. The SA Olive Awards are generously sponsored by Alfa Laval, Oliomio TEM and Pieralisi.

For more information, contact Surita van der Westhuyzen at tel 021 863 1599, email surita@efpromosies.co.za

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