

# International Olive Oil Award

Trends, Developments,  
Experiences ...



5 Years  
2002 - 2007

# History

- Starting in 2002
  - 1<sup>st</sup> International Olive Oil Award – Zurich 2002
  - Foundation of the „Swiss Olive Oil Panel – SOP“  
(= Panel of Experts for the objektive evaluation of olive oil at the University of Applied Sciences Waedenswil)



# History

- In the meantime ...
  - Partnership with Edition Salz & Pfeffer“ since 2004
  - Consolidation of the objective and the subjective evaluation of Olive Oils
    - OLIO
    - IOOA



# History

- Following up ...
  - 6 events - up to and including the ongoing „6<sup>th</sup> International Olive Oil Award – Zurich 2007“
  - Developement of the Swiss Olive Oil Panel
    - Recruitment of panelists (40)
    - Intense training and monitoring
      - Classification of Olive Oil → according to the EC regulations
      - Description of the Flavour of extra virgin Olive Oil



# Evaluation System IOOA

- 1<sup>st</sup> Step
  - Pre-test of the participating Olive Oils
    - screening according to the intensity of fruitiness
      - Mild / Sweet
      - Medium
      - Intense
    - search for defects → classification „extra vergine“

→ Selection of Oils for the Blind-Tasting

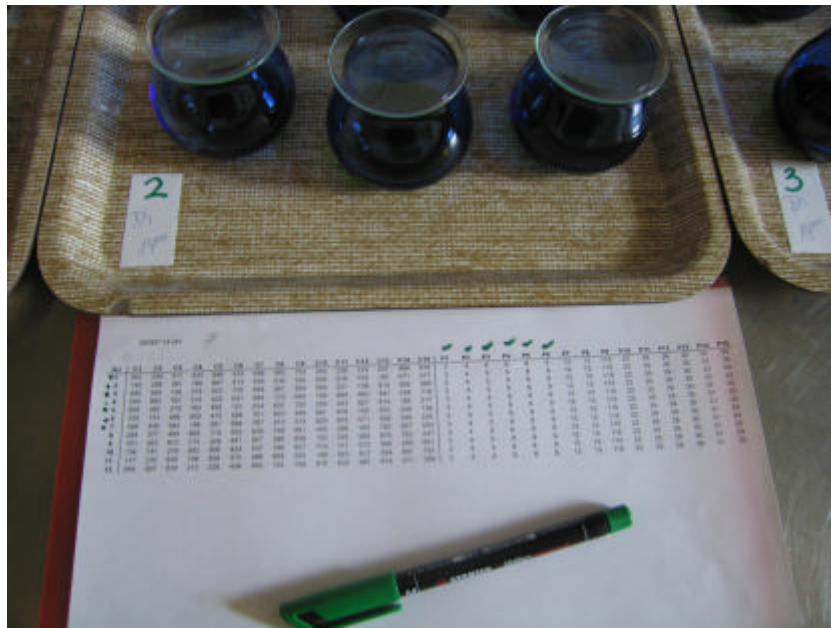


# Evaluation System IOOA

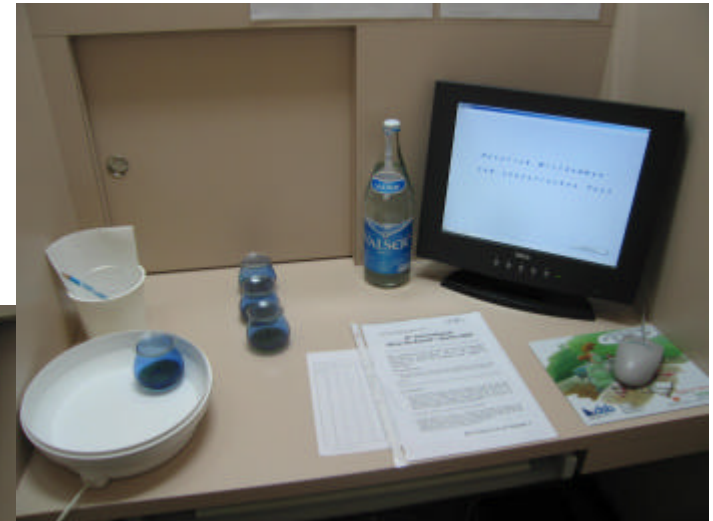
- 2<sup>nd</sup> Step
    - Blind-Tasting in the Sensory Lab
      - 3 digit code for every single Olive Oil
      - Presentation according to „Latin square“ design
      - Min. 8 results per Olive Oil
- Selection of Oils for the final evaluation



# Preparations for the Blind Tasting



# Infrastructure – Sensory Lab



# Evaluation System IOOA

- 3<sup>rd</sup> Step

- Concluding Blind-Tasting (= final evaluation)
  - 3 digit code for every single Olive Oil
  - Min. 8 results per Olive Oil

→ Definition of winning Oils in the categories:



\* Golden Olive



\* Silver Olives

\* Award



# Evaluation System IOOA



**Degustation:** IOOA 2007 (KW 11)

**Panel:** Schweizer Olivenöl Panel  
Fachpanel Olivenöl der Hochschule Wädenswil

<b>Klassifizierung</b>	<b>Extra Vergine / Nativ Extra</b>	<u>Median</u>
Skala: nicht (0) ↔ intensiv (10)	1. Median Defekte = 0 2. Median der Fruchtigkeit > 0	
	<b>Fruchtigkeit</b>	3.90
	<b>Bitterkeit</b>	2.60
	<b>Schärfe</b>	3.20
	<b>Defekte</b>	0.00
	<b>Intensität der Fruchtigkeit</b>	<b>mittel</b>

Mittelwert

**Harmonie & Dauerhaftigkeit** 7.50  
Skala: negativ (0) ↔ Standard (5) ↔ positiv (10)

**Positivbeschreibung**

Skala: leicht (1) ↔ merklich (2) ↔ deutlich (3)

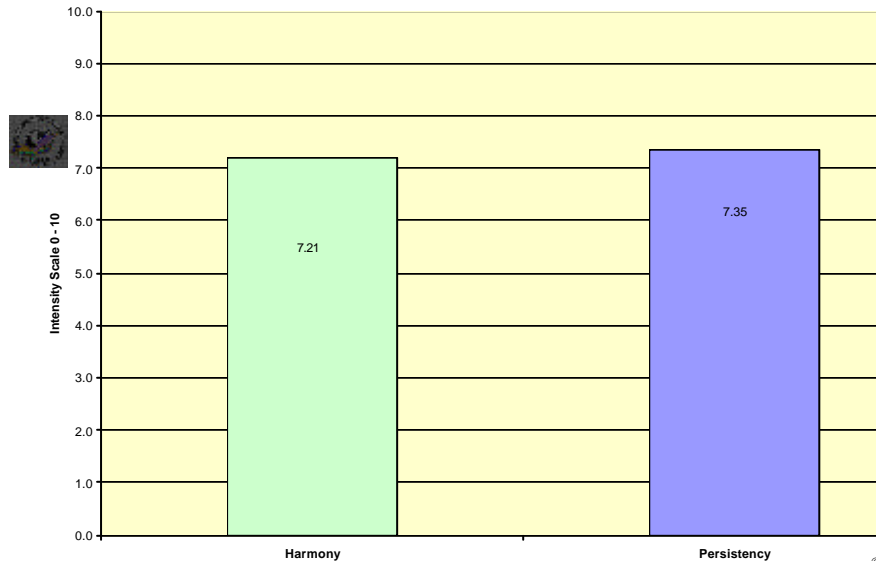
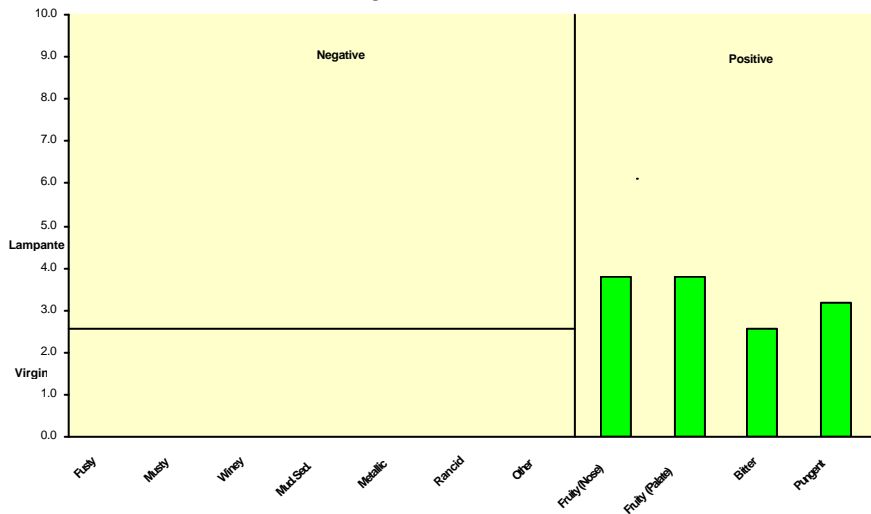
	Anzahl Nennungen (%)	Beschreibung
Süss		
Gras (frisch geschnitten)	64%	merklich
Nuss, Mandel, Pinie (frisch / getrocknet)	36%	merklich
Apfel (grün, reif)	18%	merklich
Banane (grün / reif)	27%	merklich
Tomate (grün / reif)	27%	merklich
Artischocke	27%	leicht
Kräuter	27%	merklich
Zedernholz		

Ort: Wädenswil / Schweiz

Datum: 14.03.2007

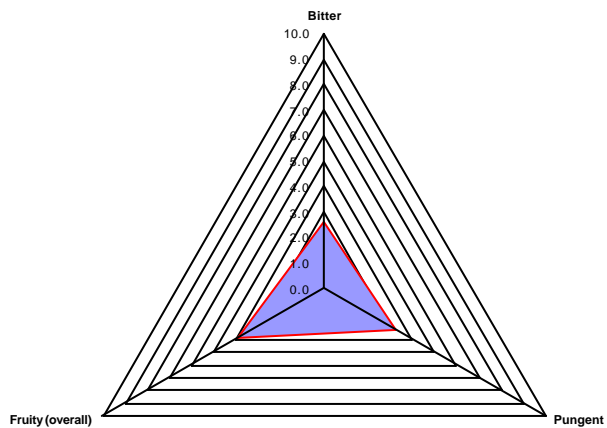
Panelleitung:

Median of Negative and Positive Attributes



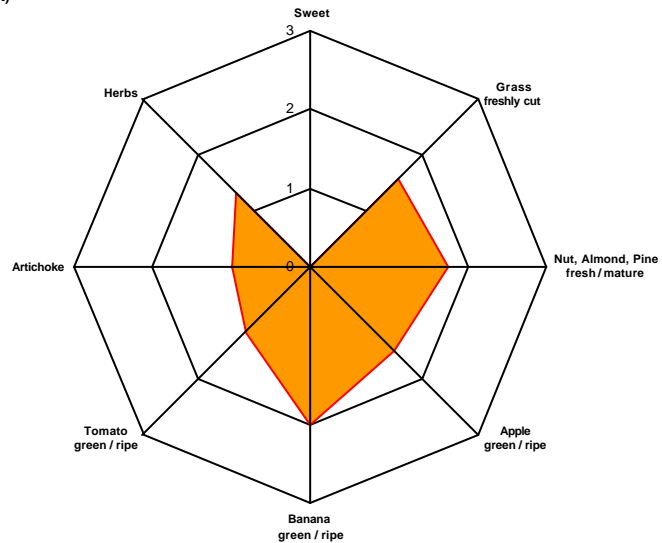
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Intensity Scale 0 - 10



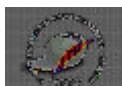
Intensity Skale (3-point)

- 1 = slightly
- 2 = noticeably
- 3 = intense



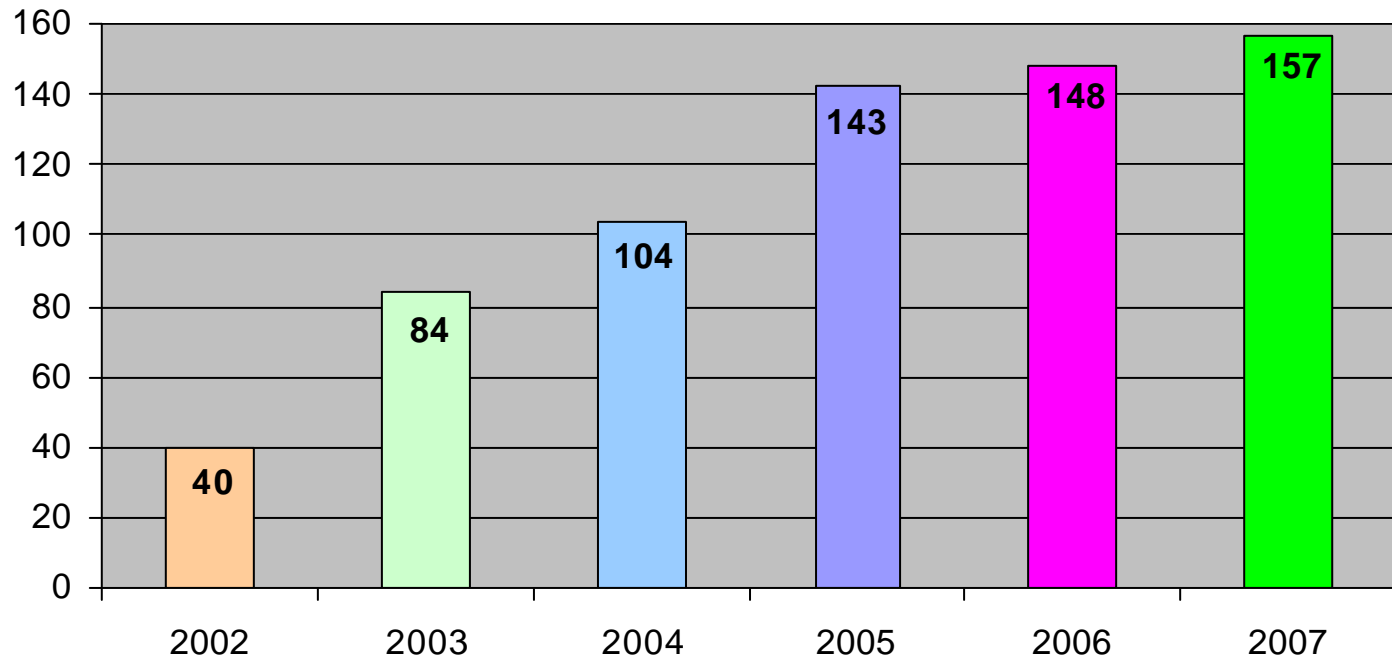
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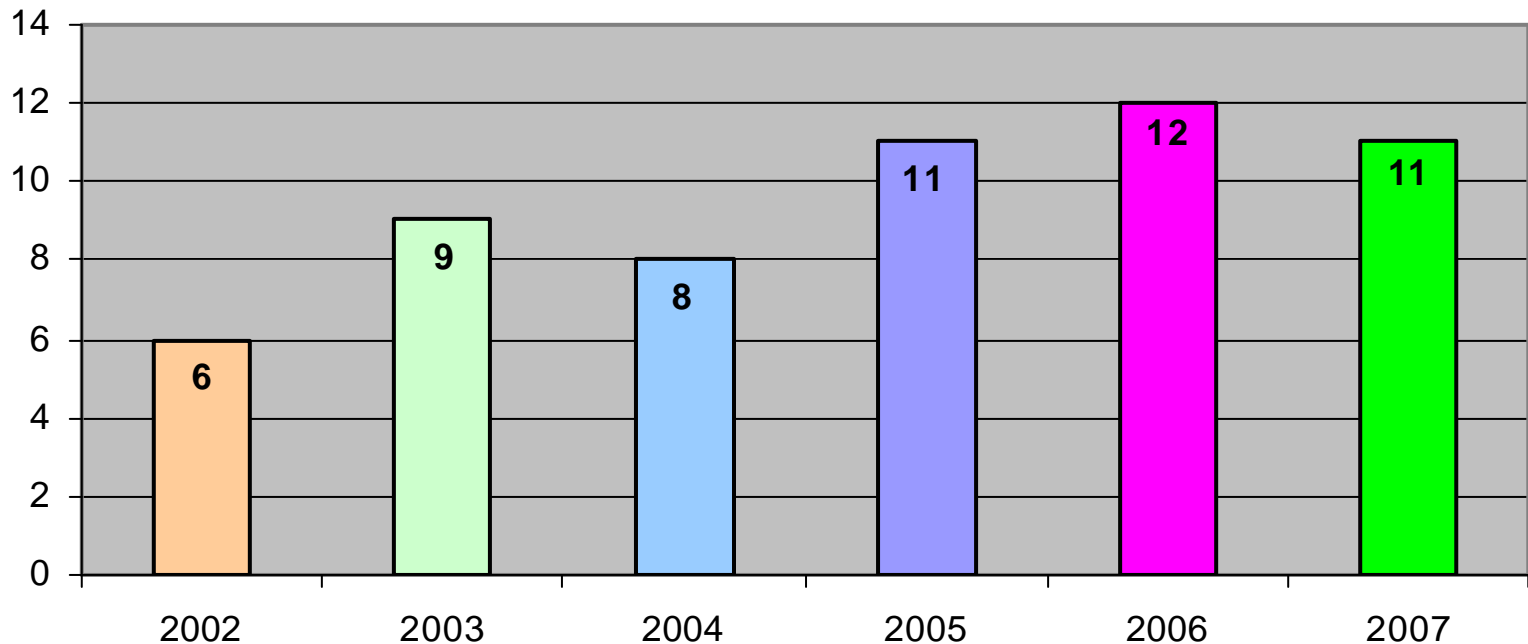
# Trends – Participating Olive Oils

Number of participating Olive Oils



# Trends – Participating Countries

Number of Nations



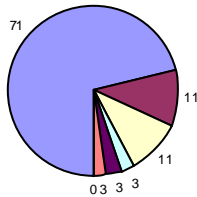
# Trends – Participating Countries



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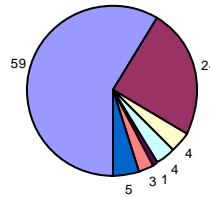
2002 - Participation per Nation (%)  
(n = 40)

Italy Greece Spain Portugal Turkey France other



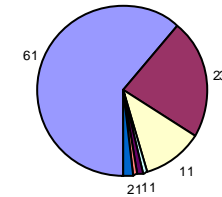
2003 - Participation per Nation (%)  
(n = 84)

Italy Greece Spain Portugal Turkey France other



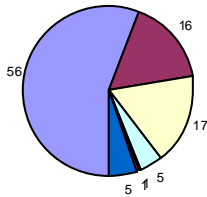
2004 - Participation per Nation (%)  
(n = 104)

Italy Greece Spain Portugal Turkey France other



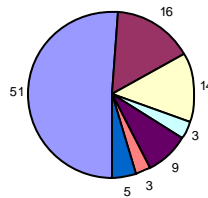
2005 - Participation per Nation (%)  
(n = 143)

Italy Greece Spain Portugal Turkey France other



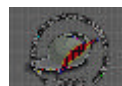
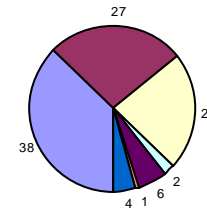
2006 - Participation per Nation (%)  
(n = 148)

Italy Greece Spain Portugal Turkey France other

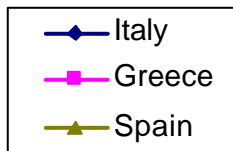


2007 - Participation per Nation (%)  
(n = 157)

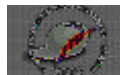
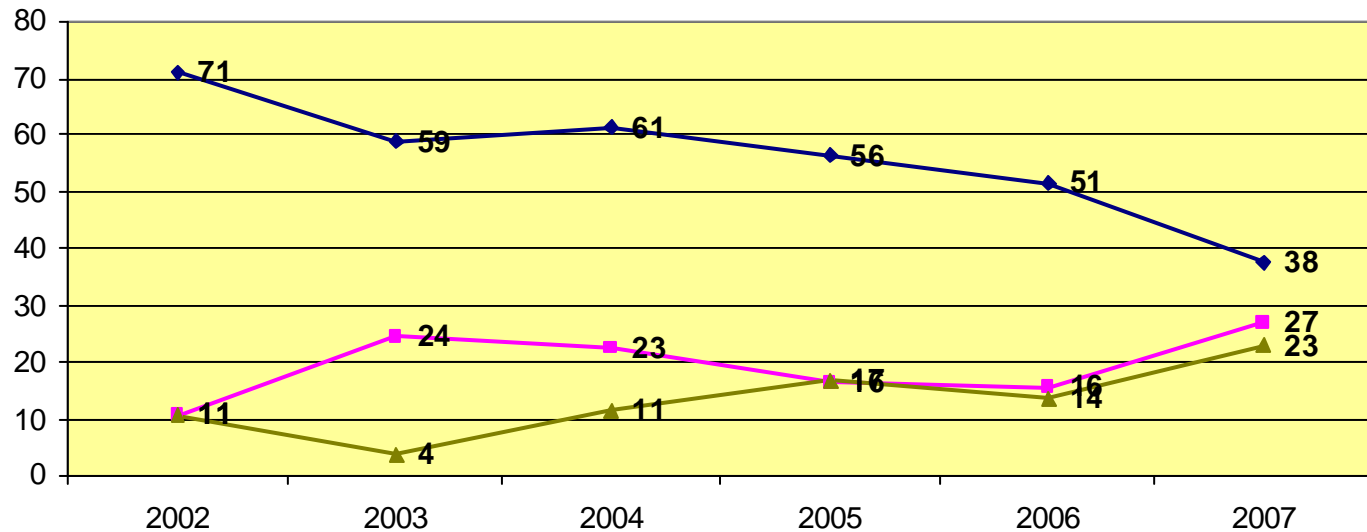
Italy Greece Spain Portugal Turkey France other



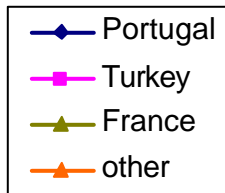
# Trends – Participating Countries



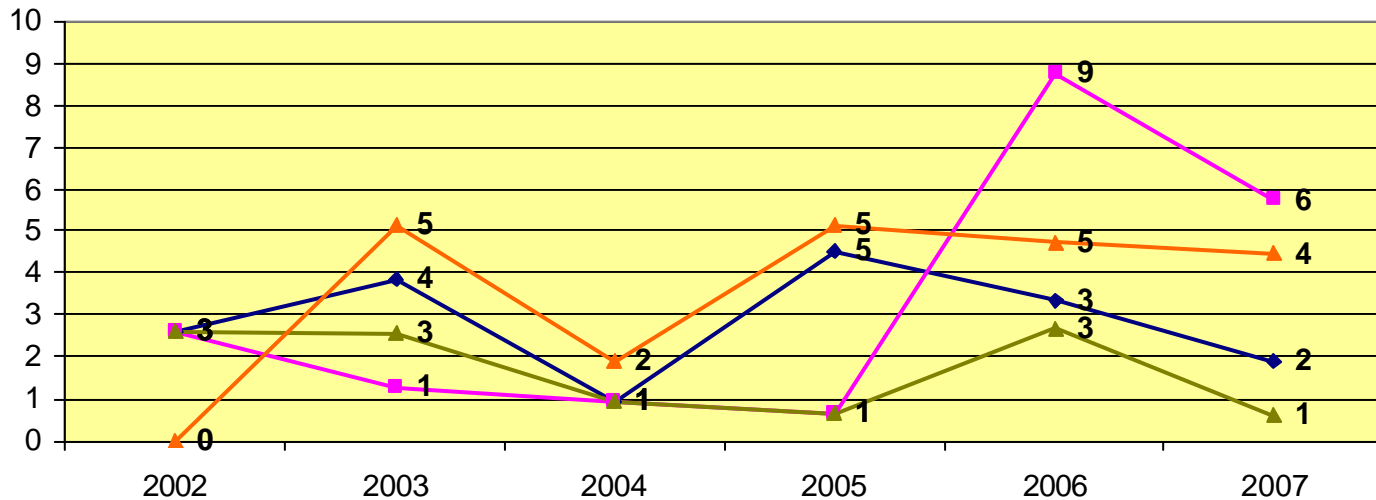
Participation per Nation over the years (%)



# Trends – Participating Countries

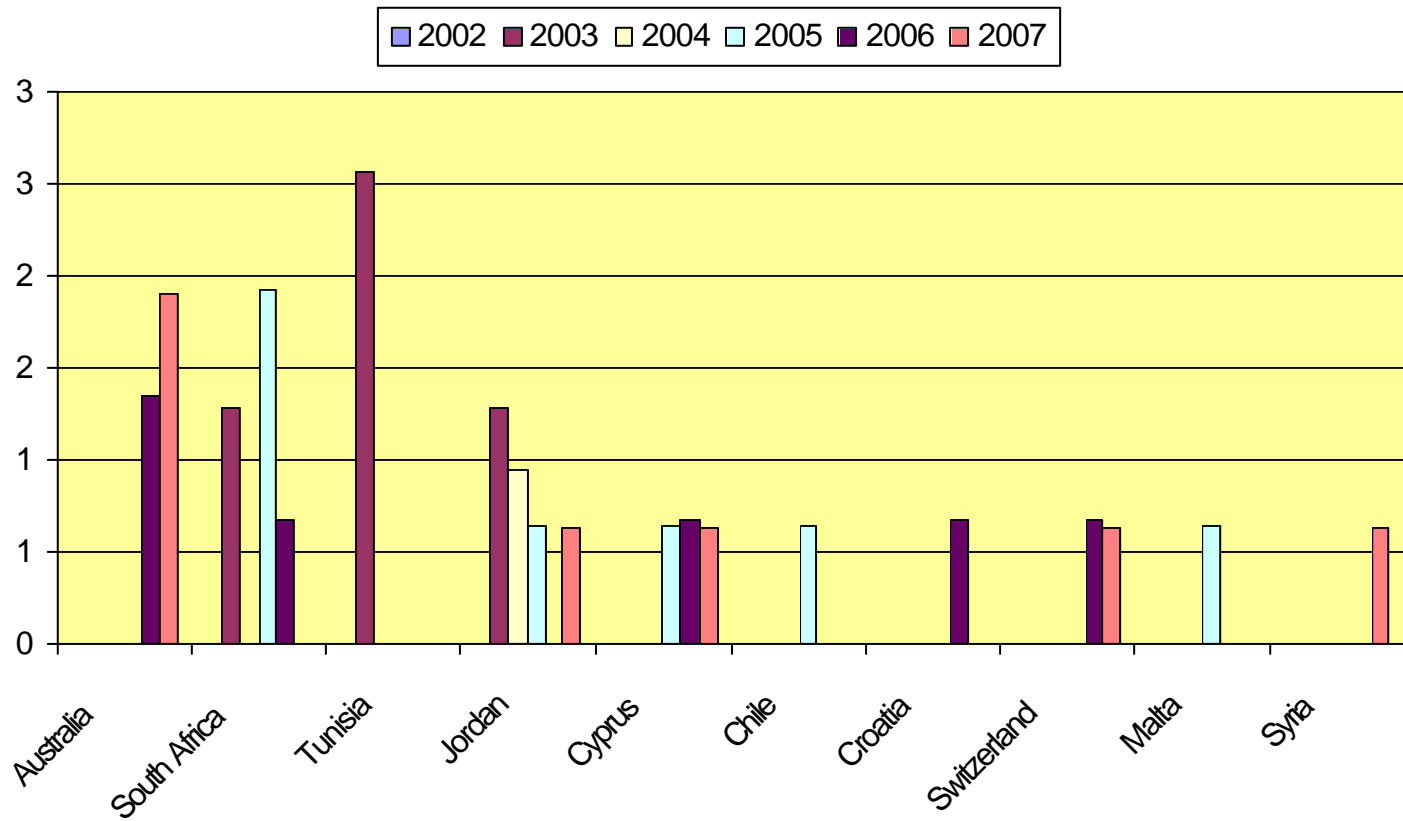


Participation per Nation over the years (%)



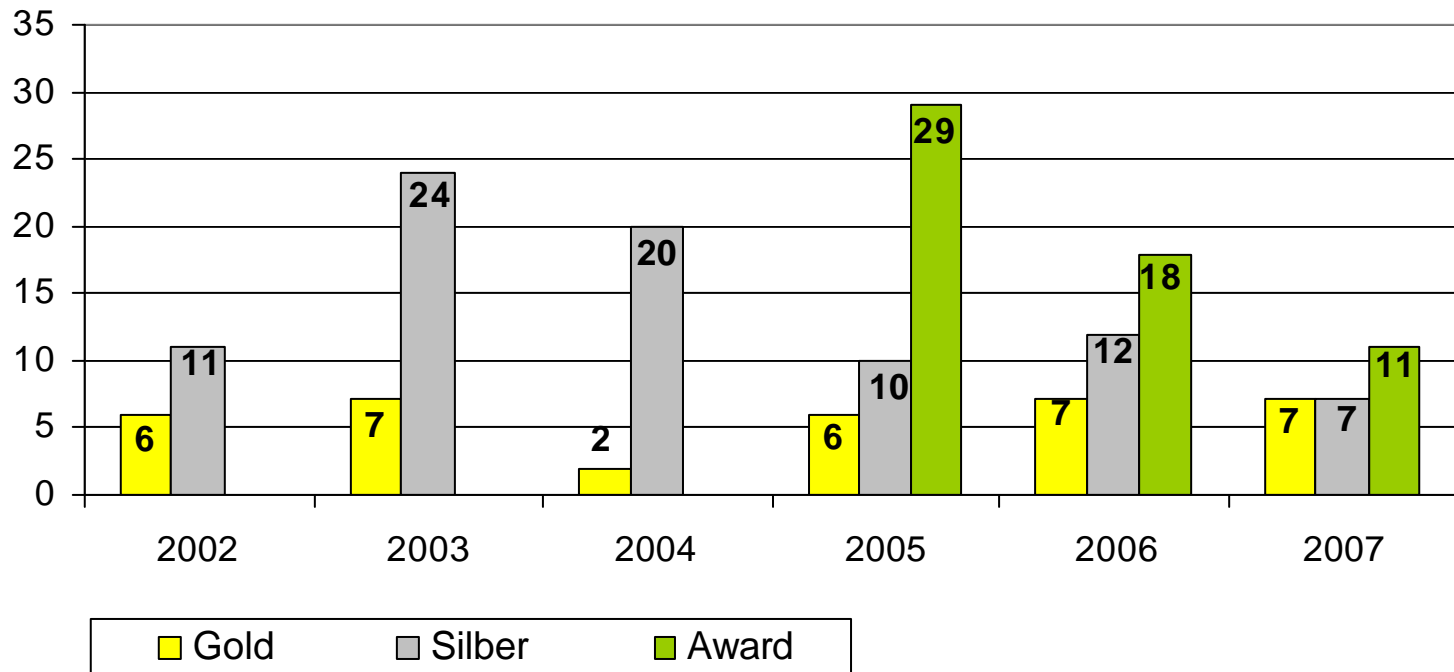
# Trends – Participating Countries

Participation "other" over the years (%)



## Trends – Golden / Silver Olive & Award

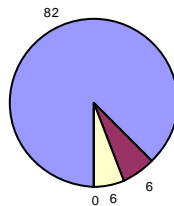
Awards



# Trends – Golden Olive / Silver Olive

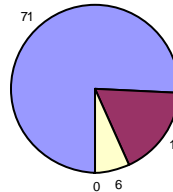
2002 - Golden Olive / Silver Olive (%)  
(n = 17)

Italy Greece Spain other



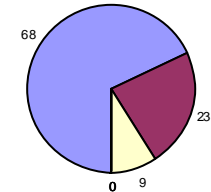
2003 - Golden Olive / Silver Olive (%)  
(n = 31)

Italy Greece Spain other



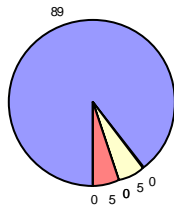
2004 - Golden Olive / Silver Olive (%)  
(n = 22)

Italy Greece Spain South Africa Turkey France other



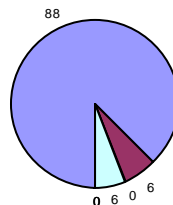
2006 - Golden Olive / Silver Olive (%)  
(n = 19)

Italy Greece Spain South Africa Turkey France other



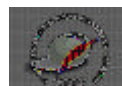
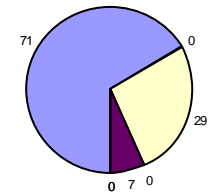
2005 - Golden Olive / Silver Olive (%)  
(n = 16)

Italy Greece Spain South Africa Turkey France other



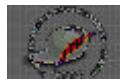
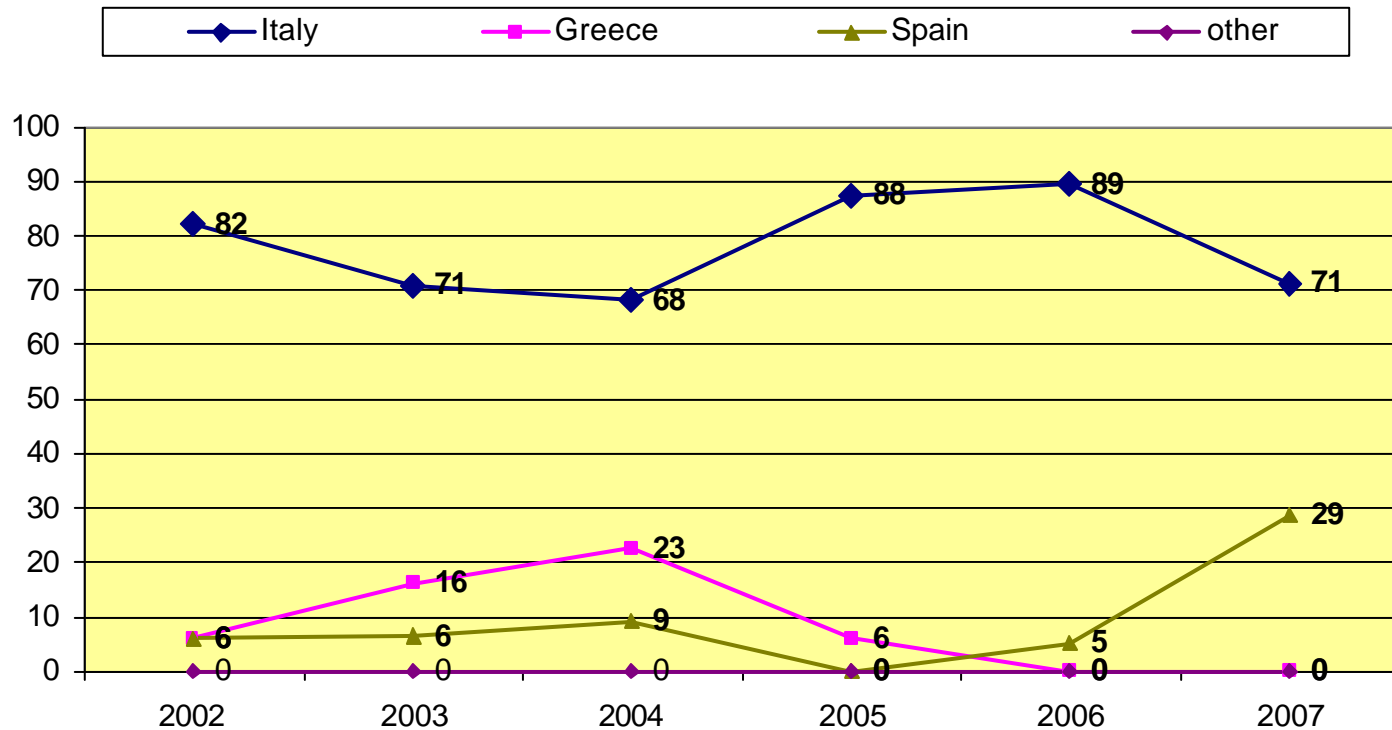
2007 - Golden Olive / Silver Olive (%)  
(n = 17)

Italy Greece Spain South Africa Turkey France other



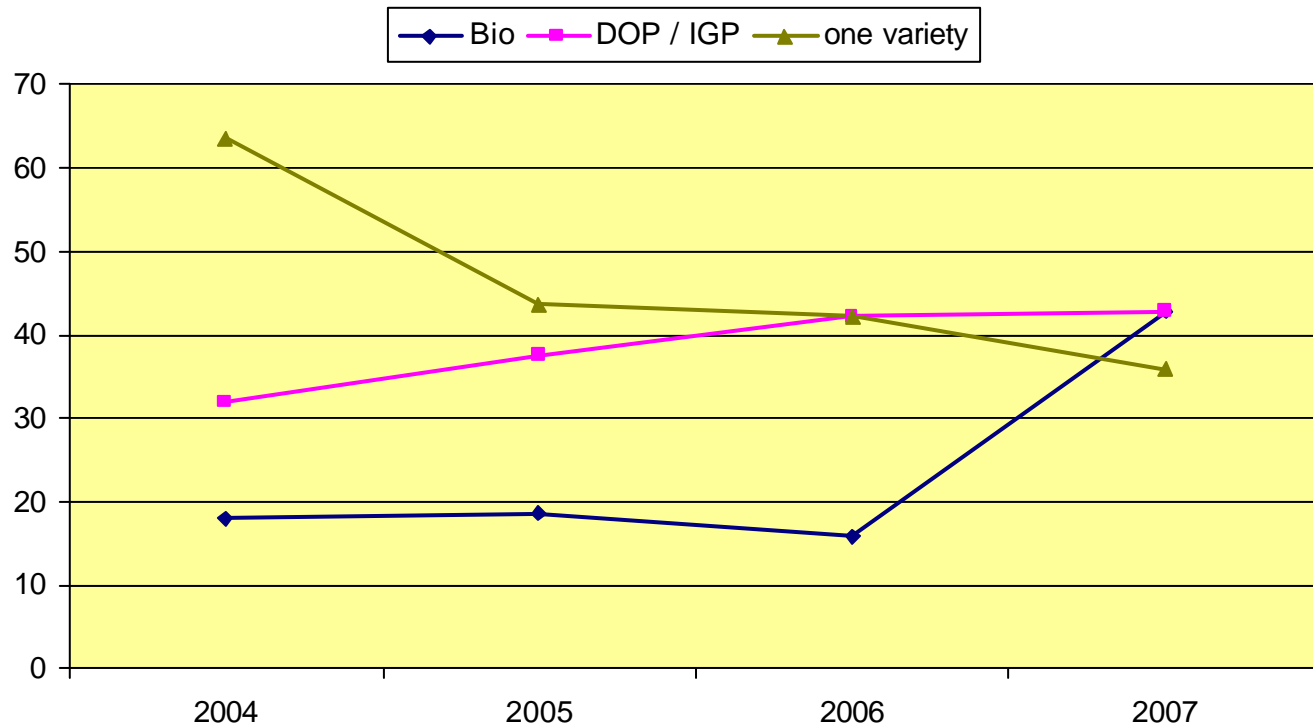
# Trends – Golden Olive / Silver Olive

Golden Olive / Silber Olive per Nation over the years (%)



# Trends – Bio, DOP, monovariety, ...

Golden Olive / Silver Olive over the years (%)



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Experiences ...**



**5 Years  
2002 - 2007**