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Extra Virgin Olive Oils Competition- EVOOs-RM “Health&Delight” .Guidelines and Rules

1. Organization

The Competition Extra Virgin Olive Oils -EVOOs- RM "Health& Delight" has been organized by Rosa Marchal in collaboration with the technical team of CM Europe S.L.

Rosa Marchal has a degree in chemistry, with broad knowledge in oils and fats and with more than 30 years of experience within the olive oil sector. She is founding member of CM Europe S. L. At this moment, she is the Director of CM Europe S. L. (Accredited Testing laboratory by ENAC with accreditation No. 585 / LE1139) and Manager of the Olive Oil Sensory Panel.

2. Aim of the competition

The Competition EVOOs RM "Health & Delight" aims to reward the best extra virgin olive oil -EVOO- in its different categories, described in these guidelines. This best EVOO will not only have the best organoleptic characteristics but also it will be exceptional for its content in healthy beneficial minor components. For this, the sensory and healthy properties will be measured quantitatively together with the quality parameters of the virgin olive oils.

Therefore, this is a very innovative competition due to it is different, from other stabilised competitions, the way on how to assess the quality of Extra Virgin Olive Oil. The final results will be published in the EVOOs RM "Health & Delight" Guide aimed at the consumers. This guide will include all the necessary information to make easier the election of an EVOO.

The EVOO Competition- EVOOs-RM “Health&Delight” is carried out for:



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- a) The knowledge and appreciation by consumers of "Extra Virgin Olive Oils of Excellence", not only in terms of "sensory" but also from the point of view of "healthy food", because the daily extra virgin olive oil consumption has benefits for health.
- b) To encourage olive oil growers and producers to improve the quality of the finished product, not only sensory but also from the point of view of those minor components related to health.

The participants EVOOs will be included in the RM "Health & Delight" Guide. If the participant does not wish to be published, they should inform it to concurso@cmeuropa.com

3. Location

The EVOOs-RM "Health & Delight" competition will take place in Martos, Jaén (Spain).

4. Participants

Participation in the EVOOs RM "Health & Delight" competition will be possible for either international or national extra virgin olive oils, that belong to the 2014/2015 harvest season and the application form is filled correctly and hand it in before the due date.

Note: for those oils coming from the Southern Hemisphere, they must belong to the 2014 harvest season.

In the case of Organic Extra Virgin Olive Oil, the competition is open to international and national producers, who practice organic farming properly tested and certified in accordance with the European and international rules in force. The application forms must be submitted on time and they have to enclose the organic claim from an accredited certification body (eg. in Spain ENAC). They must comply with the conditions described in the Rules.



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5. Categories

Participants must indicate in which category they want to include their EVOO. The categories are divided into the following:

- a) Monovarietal Extra Virgin Olive Oils (One variety)
- b) Extra Virgin Olive Oil "coupage" (two or more varieties)
- c) Organic Monovarietal Extra Virgin Olive Oils (One variety)
- d) Organic Extra Virgin Olive Oil "coupage" (two or more varieties)

Each participant could include more than one EVOO by category.

6. Requirements for participation

- Participants must complete the web entry form www.guiaaove.com/inscripcion
- The Extra Virgin Olive Oils presented to The I EVOOs-RM "Health & Delight" competition must come from a homogeneous batch with a minimum volume of 1000 Litres. This fact must be certified by affidavit.
- The Extra Virgin Olive Oils will be only extra virgin commercial grade. They must comply with the legal requirements for this category as well as they must belong to commercial brands, according to current regulations. The represented stock by the sample must be indicated and certified by a written sworn statement of fact.

7. Inscription Process

- **Inscription:** On the web entry form www.guiaaove.com/inscripcion. The description of the company and product must be filled properly and it is



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required for participation in the competition. The participants must accept the terms and conditions and agree to the privacy policy. The data submitted in the registration web form will be considered as an affidavit.

- **Registration for the competition:** The registration period will be from November, 20th to December, 19th, 2014.
- **EVOO Samples delivery:** Up to December, 22nd, 2014 at CM Europe S.L. Post-submission EVOO will not be accepted.
- **Samples presentation:** Each batch presented to the competition, will be characterized by 5 bottles of at least 500ml. Each bottle will be sealed by the company and accomplish the requirements of 4 and 6.

Each bottle must come with the next information:

- name of the oil mill / cooperative / private producer
- geographical origin
- Harvesting date

Note 1: On sample is formed by five bottles, all of them belonging to the same batch.

Note 2: Two bottles will be used for the ***IV Meting of EVOO lovers#TweetsAOVE 2015***

- **Shipping:** For each participating sample, the company should submit :
 - a. The five bottles of the sample identified with the following text: ***I EVOOs-RM "Health & Delight" Competition*** to the following address:



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CM Europa S.L.
Polígono Industrial "Cañada de la Fuente" Cruce
Ctra. Fuensanta - La Carrasca, s/n 23600 Martos
(Jaén) España

- b. The copy of the bank transfer to concurso@cmeuropa.com.
- **Samples reception:** The following items will be checked once the samples are received at CM Europe:
 - a. That the 5 bottles of 500ml are labelled with the same corresponding batch number given by the owner of the sample in the web entry form.
 - b. That the information provided in the entry form attached to the sample corresponds to the one loaded in the Web Site.

The organization, in order to achieve greater transparency at the time of reception, will proceed to receive the samples according to the procedure described in its quality system, based on ISO-17025.

The organization is empowered to reject any sample that does not meet the requirements specified in these Rules/Guidelines, with this final decision. In this case, the participating companies will be responsible for the removal of goods from the place of reception. In the case that the company has already paid the entry fee and its samples are rejected, the amount paid will not be refunded.

- **Payment:** the participating companies must pay for each sample submitted for competition the amount of 197 € (vat not included).

The payment will be done by bank transfer. (All bank transfers must include paid transfer costs by all participants).



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Current account: ES16 2103 0370 0000 3000 1357

In order to complete the corresponding invoice, the following information, together with the payment receipt, is required:

- Name or Company Name
- Address
- Tax identification Code

8. **Deadline:**

Stage	Deadline
Registrationforthecompetition	Up to 19th December 2014
Payment	Up to 19th December 2014
SamplesReception	Up to22ndDecember 2014

9. **Stages of Competition:**

9.1. Analytical Stage: all samples will be evaluated analytically by CM Europe S.L, into three groups:

a. Group I: Analytical determinations related to the sensory aspect of EVOOs, such as:

9.1.a.1. *Sensory Analysis and Test Panel.* The analytical panel of CM Europe S.L., Accredited Testing laboratory by ENAC with accreditation No. 585 / LE1139, will evaluate the samples according to Commission Regulation (EEC) No. 2568/91 Annex XII (EC Reg. 640/08)

9.1.a.2. Sensory evaluation. The analytical panel of CM Europe S.L. will perform the sensory assessment of each one of the oils classified as extra virgin in



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accordance with the document COI/T.20/Doc. n° 22 as illustrative criteria.

- b. Group II: Analytical determinations related to the healthy properties of EVOO, such as:
 - 9.1.b.1. Oleic Acid. The determination of oleic acid, according to amending Regulation (EEC) No 2568/91, Annex V, will be carried out on each sample.
 - 9.1.b.2. Total Polyphenols. The method COI/T.20/Doc. n° 29, will be used for this determination.
 - 9.1.b.3. Tyrosol and its derivatives. According to internal procedure.
 - 9.1.b.4. Hydroxytyrosol and its derivatives. According to internal procedure
 - 9.1.b.5. Tocopherols. According to internal procedure
 - 9.1.b.6. Squalene. According to internal procedure
 - 9.1.b.7. Beta-Carotene. According to internal procedure
- c. Group III: Analytical determinations related to the physical-chemistry properties of EVOO, such as:
 - 9.1.c.1. Acidity. The determination of oleic acid, according to amending Regulation (EEC) No 2568/91, Annex II.
 - 9.1.c.2. Peroxide Index. The determination of the peroxide index, according to amending Regulation (EEC) No 2568/91, Annex III



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- 9.1.c.3. K_{270} . The determination of the K_{270} , according to amending Regulation (EEC) No 2568/91, Annex IX.
 - 9.1.c.4. K_{232} . The determination of the K_{232} , according to amending Regulation (EEC) No 2568/91, Annex IX
 - 9.1.c.5. *Delta K*. The determination of the Delta K, according to amending Regulation (EEC) No 2568/91, Annex IX
 - 9.1.c.6. Fatty acids alkyl esters. The determination of the fatty acids alkyl esters, according to amending Regulation (EEC) No 2568/91, Annex XX
 - 9.1.c.7. Waxes. The determination of the waxes, according to amending Regulation (EEC) No 2568/91, Annex XX
- 9.2. Scoring Stage: the MR score of each EVOO for classification in the competition shall be obtained from the analytical results of the previous phase. The following mathematical criteria will be taken into account.

The maximum score is 100 points RM and each value for each EVOO participant will be obtained from the sum of:

Score Group I - Sensory Aspects have a maximum value of 55 points RM. They will be arranged according to the next table.

Score Group II –Healthy Aspects have a maximum value of 35 points RM. They will be arranged according to the next table.



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Score Group III – Quality Aspects have a maximum value of 10 points RM. They will be arranged according to the next table

Group I	Determination	Maximum Score RM
I – Sensory Aspects Up to 55 points RM	Taste panel: Fruitness	40points
	Profile	6 points
	Balanced	3 points
	Harmony	3 points
	Complexity	3 points
II – Healthy Aspects Up to 35 points RM	Oleic Aid	5points
	Total Polyphenols	5 points
	Tyrosol and its derivatives	5 points
	Hydroxytyrosol and its derivatives	5 points
	Tocopherols	5 points
	Esqualene	5 points
	B-Carotene	5 points
III – Quality Aspects Up to 10 points RM	Acidity	1,5 points
	PeroxideIndex	1,5 points
	K270	1,5 points
	K232	1,5 points
	Delta K	1,0points
	Fatty acids alkyl esters	1,5 points
	Waxes	1,5 points

9.3. The jury shall classify the EVOOs based on the RM score assigned to each EVOO. Thenextawardswill be assigned:

- The Healthiest and most DelightfulEVOO of the year Golden



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Medal

- The Healthiest and most Delightful EVOO of the year Silver Medal
- The Healthiest and most Delightful EVOO of the year Bronze Medal
- The Healthiest and most Delightful Monovarietal EVOO
- The Healthiest and most Delightful Organic Monovarietal EVOO
- The Healthiest and most Delightful PDO/PGI Monovarietal EVOO
- The Healthiest and most Delightful Coupage EVOO
- The Healthiest and most Delightful Organic coupage EVOO
- The Healthiest and most Delightful PDO/PGI Coupage EVOO
- The Healthiest and most Delightful EVOO Quality/Prize

The four extra virgin olive oils of each group, with the highest score, will be considered as finalists. The decision of the judge is final.

10. Awarding

The jury will award the prizes indicated above, to the finalist oils.

The awards ceremony will be held in IV Meeting of EVOO lovers #TweetsAOVE 2015, on February 14th, 2015, 8pm.

The organizers of the competition are empowered to leave awards without candidate.

11. Publishing Participants EVOOs in the EVOO RM “Healthy and Delightful” Guide

The participants EVOOs will be included in the EVOO RM “Healthy and Delightful” Guide, according to the criteria established in the rules.



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12. Shipping of analytical results

An encoded data base with all the analytical results of the competition, with the participation code, will be sent to each participating company, after the awarding ceremony.

13. References to the award on labels:

Winners of the Gold, Silver and Bronze medals, "Health and Delight" in the different categories, may mention the prize obtained, for the 2014 campaign, on the label of the extra virgin olive oil that belongs to the same batch of winning sample.

References to the prize in advertising can only be made by the winning company, but specifically mentioning the year when the prize was received.

14. Acceptance

Participation in this competition implies full acceptance of these rules/guidelines.

15. E-mail: concurso@cmeuropa.com