

3 - 6 March in Trieste

12th Olio Capitale event presented

222 producers at the fair, 303 competing oils

Tasting mini-courses, showcooking in the Cookery School, sector reviews

An event rich in news and new partnerships, plus repeats of the most successful formulas. The twelfth Olio Capitale event, the top quality extra-virgin olive oil exhibition to take place from 3 - 6 March 2018 in Trieste's Congress Center of Stazione Marittima, organized by Aries in collaboration with Associazione Nazionale Città dell'Olio.

Once again this year, Olio Capitale will be the common home of Italian olive oil - a meeting place for olive-growing Italy, where the best extra-virgin olive oils from the producing regions can be discovered and tasted. This year, the new olive oils to taste over the four days in Trieste will come from **Abruzzi, Calabria, Campania, Emilia Romagna, Friuli Venezia Giulia, Liguria, Apulia, Sardinia, Sicily, Tuscany**, and for the first time from **Trentino Alto Adige, Umbria, and Veneto**, as well as from **Greece and Croatia**.

There will be 222 producers at the fair, while **a total of 303** olive oils are competing for the Olio Capitale Competition award. Over 50% of the competing olive oils are non-exhibitors, from **Italy, Croatia, Slovenia, Greece, Spain and Portugal**.

Participation is very close to a record number in this competition, that in its twelve years of existence has gained ever-increasing authority and international recognition. And precisely here are the first news of this 12th event, with the announcement of the Competition winners at the inauguration and no longer at the closing of the Fair, and the new "**Crédit Agricole FriulAdria**" special mention for the best olive oil from the North East. And thanks to one of its sponsor, Despar, the jury **made of** the general public— one of the three juries to determine the verdict – will leave the venue of the Stazione Marittima.

Confirmed – and even more tempting this year - is **the Cookery School** led by **Emanuele Scarello**, a 2-star Michelin chef, also with the collaboration of **FIPE Trieste**. With many chefs and famous names, from **Fabrizio Nonis-Ei Beker** to blogger **Angela Maci**, alternating to give their own suggestions on the best combinations of olive oils and dishes and sharing their own recipe with the public. A recipe not only to watch but also to taste. And to enjoy along with a glass of wine from the **Consorzio di Tutela del Collio**. **Despar** will be in the Olio Capitale kitchen with "Flavours of Our Territory" workshops, to enhance local products, including olive oil.

This year, the extra-virgin culture will once again be promoted through the **Oil Bar**, where visitors can sit at the counter and choose from hundreds of the labels exhibited at the fair. All day long every day, it will ensure that visitors - from the most expert to the least experienced - can take advantage of guided tastings of all the olive oils at the fair, with explanations from the expert tasters of **Organizzazione Laboratori Esperti e Assaggiatori (OLEA)**.

Then the sector reviews: from the fifth **Forum of the Commanderie des Cordons Bleus de France**, at the inaugural conference, Italy dedicated its presentation to extra-virgin olive oil considering it scientifically by addressing the theme "*Science and Value of the Olive-growing Landscape*", and also the meeting on "*Fake News and Food: the case of extra-virgin olive oil*", addressed for journalists and also open to the general public.

Snapshot of the market

Production doubled from last year

At Olio Capitale, bilateral meetings with foreign buyers to drive exports

Italian extra-virgin olive oil is in good health, with an **estimated production of 370,000 tonnes in the 2017-18 oil production season**. **Double** last year's production, but still far from the 500,000 tonne potential production that Italy can develop.

The regional production picture is rather patchy this season.

The South especially is celebrating, whereas the drought has hit Central Italy hard, with below average production. The situation is difficult for Lake Garda, while Ligurian production will be good.

Considering the South, where **Apulia, Calabria and Sicily account for 80% or more of Italian production**, Sicily should triple their production compared to last year's disappointing figure. Performance was also good in Calabria, where production should be "only" double last year's. There are positive signs in Apulia too, where the situation appears more diversified with the Salento area with fewer olives than the Bari and Foggia areas that evidence excellent production volumes. **The situation is more difficult in Central Italy**, often with double-digit downturns in Tuscany, Lazio, Umbria and the Marches.

This year it was not the flies that hit, as in the previous 'annus horribilis', but **the heat** – that came above all during the flowering and the small fruit set, and the drought that lasted until September in many cases.

Increasingly widespread irrigation has reduced olive losses, although producers have seen their production costs rise by up to several hundred euro per hectare.

The international contest

The situation is very difficult in Spain with production of just over one million tonnes, 15% down on the previous year. **Quite large increases are expected in Greece (+44%) and Turkey (+62%)**, with estimated volumes of 280,000 tonnes in both cases. In Tunisia production should be 220,000 tonnes, considerably up on last year, but much will depend on the yields which at present are above the average of recent years.

Bilateral meetings with foreign buyers at Olio Capitale

Precisely to support producers in their difficult task of **creating new sales channels for exports, bilateral meetings** of exhibitors and selected buyers will be organized over the four days of the event.

This year the selected buyers will come from the **Netherlands, UK, Austria, Slovakia, Hungary, France and Belgium**, as well as a confirmation of interest from **Japanese** buyers. After a long period, buyers from **Lithuania and Finland** will be back this year.

The Cookery School, coordinated by chef Emanuele Scarello

El Beker- Fabrizio Nonis and bloggers Maci, Giglio and Sandri will also explain the best combinations of olive oils and dishes.

Extra-virgin olive oil is the **good fat par excellence** - rich in beneficial fatty acids and powerful antioxidants. It is a mainstay of the diet for some of the world's healthiest populations. Many people believe it is not suitable for cooking, but olive oil is in fact an **excellent choice for cookery**, not only as a condiment but also as a food. For this reason **a team of chefs, coordinated by Emanuele Scarello** of Agli Amici restaurant in Godia (two Michelin stars), will interpret some truly delicious dishes under the watchful eyes of the public.

"Extra-virgin olive oil is not only the prince of condiments, it is now rightly considered the "king" of the Mediterranean diet," Scarello underlined. "Prestigious 'green gold' can give meaning to a dish. The task of us chefs is to highlight its specific features."

The public attending the Cookery School can watch a recipe be prepared and then taste it, along with a **glass of wine** from the **Consorzio Tutela Vini del Collio**. A sommelier will explain the choice of wine for each dish, and also provide useful information on this **combination**.

Despar will also be in the Olio Capitale kitchen this year, with "**Flavours of Our Territory**" workshops. During the workshops, local producers from Venezia Giulia and Friuli will tell their stories and have visitors taste the region's typical traditional products, prepared for the occasion by the **chef, Igor Peresson**.

Olio Capitale Competition

This year the winners will be announced on day one of the fair

Big **news** for the Olio Capitale Competition. This year **the winners' names will be announced on day one** of the fair, Saturday 3 March, and not as part of the closing ceremony as it has been the case so far. This decision has been made to give the winners even **greater visibility** by offering the public the chance to discover and taste the winning olive oils during the event, since competitors can also be exhibitors.

But how does this ever-greater **internationally** recognised competition's **mechanism** work? After **pre-selection of samples by a professional panel**, the olive oils are evaluated by **three different juries**: a jury of professional **tasters**, one comprising **professional users** of the product - i.e. chefs and restaurateurs, and a **consumer** jury.

The aim is to represent **a cross-section of the olive oil market** and the different perceptions and tastes of these three product users. In fact, their three points of view will contribute to proclaim the winners of the three permitted categories: light fruity, medium, intense.

A "fringe" olive oil festival also

*"Dinner with the oleologist" in restaurants, in collaboration with Città dell'Olio
Olio Capitale Shopping in city centre shops, thanks to Confcommercio Trieste*

Olio Capitale is leaving the venue of Trieste's Stazione Marittima, taking extra-virgin olive oils and publicity initiatives to restaurants as well. Following the success of the first edition, "**Dinner with the Oleologist**" is back – the series of evenings dedicated to extra-virgin oil created in collaboration with the **Associazione Nazionale Città dell'Olio**. After the approach stages in **restaurants in Portogruaro, Treviso and Pordenone, from 26 February to 6 March, the restaurants of Trieste** will also offer themed aperitifs and menus with local dishes enhanced using the Fair's regional olive oil stars. This year, restaurateurs will offer an olive **oil menu explained by the oleologist**.

Also, in shops in Trieste city centre, the **Olio Capitale Shopping** initiative, created in collaboration with **Confcommercio Trieste**, will be staged again this year. As well as being able to purchase reduced price tickets for this event, lucky people will receive a really delicious gift - while stocks last: a **bar of chocolate with extra-virgin olive oil**.

Olio Capitale opens the city museums

*Reduced price tickets for City of Trieste museums on presentation of an exhibition ticket
Olio Capitale promotion at the Infopoint in Piazza Unità d'Italia*

The City of Trieste and Venezia Giulia Chamber of Commerce have teamed up to promote the city through Olio Capitale, this early March event that attracts thousands of visitors to the capital of the region Venezia Giulia.

Olio Capitale, organized by Aries Chamber of Commerce Venezia Giulia from 3 - 6 March 2018, opens the doors of the City Museums by giving exhibitors and visitors the opportunity to explore - free of charge or at a reduced price - the immense historical, art and nature heritage housed by Trieste's museum network.

At the same time, the Infopoint in Piazza dell'Unità grants all information and special offers regarding this exhibition involving hundreds of Italian and international producers.

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