



PRESS PACK

OLIO CAPITALE – 10th EDITION

- **Highlights**
- **Olive production on the rise and boom in registrations for the Concorso Olio Capitale (competition)**
Challenge for the prizes - 300 quality labels
- **New collaboration with the International Olive Council**
Target countries for the 2016 event: Sweden, Great Britain, Germany, Austria, Denmark
- **Oil Bar offering even more; courses for discerning a top extravirgin oil**
Guided tasting sessions and mini-courses in tasting
- **Increased focus on quality extravirgin oils, both abroad and in Italy**
Foreign buyers, journalists and foodbloggers live at Olio Capitale
- **Inaugural session focused on the National Olive-Growing Programme**
Spotlight on technical know-how leads off the 2016 event
- **Record numbers from Città dell'Olio cities**
25% growth in associates attending
- **Scarello and Fipe ensure an innovative and 'star-studded' cookery school**
Top-level showcooking at Olio Capitale 2016
- **Discounts on Teatro Verdi tickets for visitors and exhibitors**
10% discount on Verdi's "Luisa Miller"
- **The Commanderie des Cordons Bleus de France are back**
On Sunday the training forum "Olio EVO, il Gusto e il Benessere"
(Extravirgin Olive Oil, Taste and Wellbeing)

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Highlights – Olio Capitale 10th edition

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Ten candles on the cake, one for each of its years. Yes, Olio Capitale is flourishing and back, celebrating at Trieste's sea station, the Stazione Marittima.

The Salon showcasing typical and quality extravirgin olive oils is to be held this year on 5-8 March. The event is organised by Aries (Trieste Chamber of Commerce) in collaboration with the Associazione Nazionale Città dell'Olio and with the support of Promoturismo FVG, Unicredit and the Commanderie des Cordons Blues de France. Exhibitors are presenting the best olive oils from the Mediterranean, with hundreds of labels and some **300 producers from Puglia, Sicily, Calabria, Tuscany, Lazio, Sardinia, Campania, Basilicata, Liguria, Umbria, Molise, Abruzzo, Marche, Emilia Romagna, Trentino Alto Adige, Veneto and Friuli Venezia Giulia**, and in addition Croatia and Greece.

Deputy Minister for Agriculture Andrea Olivero will honour the opening session of Olio Capitale, presenting for the first time the decrees implementing the new **National Olive-Growing Programme**. Also attending will be MP **Colomba Mongiello**, vicechair of the Anticounterfeiting Commission and member of the Italian Agriculture Commission.

Olio Capitale will build on its vocation of **promoting a culture of healthy eating**. The Cookery School will see a star-studded "cast", including Emanuele Scarello, and through top chefs nominated by Fipe Trieste will be proposing **the best combinations of extravirgin oils with dishes that are local, homemade, flavourful**. **The School will be making use of this opportunity to suggest additional ways of using olive oil, targeting in particular visitors from abroad.**

Events will follow last year's schedule, with the Salon open on Saturday, Sunday, Monday and Tuesday. There will also be increased focus on the business world and internationalisation – this is in a bid to respond even more closely to the demands of professionals and provide a useful platform where foreign demand for Italian olive oil can be matched with producers' offer.

Foreign participation is on the increase: the Salon will also be extending a welcome to producers from Greece and Croatia. And there will be a wide variety of oils of Mediterranean origin, with some **300 olive oils entered into the Concorso Olio Capitale (competition)** – there are labels from a range of countries in addition to Italy, including Spain, Portugal, Morocco, Slovenia, Croatia, and Israel.

5-8 MARCH-MARZO 2016

Trieste – ITALY

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Working with Olio Capitale will be the strategic partnerships with **Associazione Nazionale Città dell'Olio**, an increasing number of associates from among the event's exhibitors, and the **Commanderie des Cordons Blues de France**.

The event will also enjoy the presence of **many associations in the sector**, often involved in support events: the Assaggiatori dell'UMAO (Mediterranean union of olive oil tasters), the Associazione Nazionale Donne dell'Olio (women's association), as well as ERSA (Agenzia Regionale per lo Sviluppo Rurale – regional rural development body), and UNAPOL (national union of oil producer associations).

Indeed, the calendar is brim full of side events, such as technical sessions for producers, cookery classes at the Olio Capitale School, guided tasting sessions, and mini-courses in tasting.

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Production on the rise and boom in registrations for the Concorso Olio Capitale

300 labels in for the 10th edition of the prize for quality

Olive oil production in Italy has seen off the *annus horribilis* that blighted its extravirgin olive oil. In Puglia production data are giving indications of a good harvest, of good quality, especially in the best known areas such as territory north of Bari. Sicily and Calabria have had good years too. As has central Italy, where production has been good apart from a few isolated cases, while in the north in Liguria the harvest has been exceptional.

All positive outcomes, which has furthered the growth of the Concorso Olio Capitale, this year in its 10th edition, a competition that came into being to focus **on quality. The competition is back again without modification of the regulations.**

This approach has already borne fruit, seeing some **300 samples now entered. The professional panel** has already started examining them to choose the **15 short-listed finalists** that will be judged during Olio Capitale itself. During the event the task of electing the winners will go to three panels, representing professional tasters; restaurateurs; and the public consumer. This method of **judging in triplicate** has always been a feature of the Competition, the aim being to represent as accurately as possible the range of extravirgin olive oil consumers.

And this year too, alongside the Italian oils there are **bottles from other countries**: Spain, Portugal, Morocco, Slovenia, Croatia, Israel. Which are the best in each of the categories *strong, medium* and *light* intensity will be discovered on the final day of Olio Capitale, Tuesday 8 March at 12 noon, as the trade fair closes by celebrating the best oils of the new year. Instead, awards will be made to last year's winning oils - "Nocellara dell'Etna" from the Azienda Agricola Scammacca del Murgo S.S.A. Murgo (Sicily), Patràun from the Azienda Agricola Leone Sabino (Puglia), and "Tenuta Torre di Mossa" from the Azienda Agricola De Carlo (Puglia) - during this year's opening session.



New major collaboration with the International Olive Council

Target countries for the 2016 event: Sweden, Great Britain, Germany, Austria and Denmark

Olio Capitale has established a new collaboration with the IOC (International Olive Council), the only intergovernmental organisation in the world to bring together olive oil and table olive producing and consuming stakeholders - producers, consumers, and operators. The Council was set up in 1959 under the auspices of the United Nations.

Aim of the collaboration is to deepen knowledge about olive oils on foreign markets, by giving due recognition to their nutritional properties and their health benefits, through practical advice as regards choice, use and conservation of the oil and teaching about the best combinations of dishes with the wide variety of oils available.

The campaign's main targets are Sweden, Great Britain, Germany, Austria and Denmark; an information manual in the relevant language has been distributed in these countries in recent months, alongside an information campaign targeting food-sector operatives.

In addition, journalists and professionals have been invited to Olio Capitale to take part in the tasting courses and cookery classes, where the public too can learn how to cook the very best dishes and learn about the best oils to match them with, as well as the health benefits they offer.



Oil Bar offering even more; courses for discerning a top extravirgin oil

Improved knowledge about extravirgin olive oil, through guided tasting sessions, the Oil Bar, and mini-courses in tasting

The aim of many of the initiatives running at Olio Capitale 2016 is to spread the culture of olive oil and to teach how to recognise a good extravirgin olive oil, identifying an oil's merits as well as its poorer facets.

The Oil Bar will be offering even more this year, with hundreds of labels to try, all under the guidance of expert tasters from UMAO – Unione Mediterranea Assaggiatori Olio.

But for anyone wishing to take a real **mini-course in tasting, there are the courses “Impariamo l'arte dell'assaggio – learning the art of tasting”**, scheduled for Saturday, Sunday and Monday at 5pm in the Oil Room - Sala Illiria. The tasting classes, led by UMAO (register at the Info Point) will conclude with a tasting of the finalist oils from the Concorso Olio Capitale – participants may then be able to **participate in the Public Panel**, which together with the expert taster panel and the panel of restaurateurs, **will elect the winners of the Concorso 2016**.

On Saturday 5 March, 12.30pm, in the Oil Room – Sala Illiria, the **“Italy/Croatia Bilateral”** will take place, a guided tasting session in which Italian and Croatian extravirgin produce will be compared. The session will be led by **one of Italy's leading experts in the field, Marco Oreggia**, journalist and food critic, and editor of the guide Flos Olei.

Focusing attention on olive oil quality is the guided tasting session **“Olio d'oliva: to know you is to love you”**, held on Sunday 6 March, 1pm and Monday 7 March, 11.30am, again in the Oil Room – Sala Illiria; these are led by Duccio Morozzo della Rocca, expert in all things olive oil.

Tuesday 8 March, 11am, again in the Oil Room - Sala Illiria, there will be the **guided tasting session “Olive oil, good or bad?: it's all in the nose”**, organised by the Associazione Nazionale Donne dell'Olio (national women's association).

Increased focus on quality extravirgin oils, both abroad and in Italy

Foreign buyers, journalists and foodbloggers live at Olio Capitale

5-8 MARCH-MARZO 2016

Trieste – ITALY
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Appointment for your diary – once again, Olio Capitale is there with its overview of the huge variety of olive-oil production in Italy. The trade fair has over the years gained international acclaim, and regularly attracts a wide range of both simple lovers of foreign olive oil and professionals alike.

The 2016 edition already has accredited buyers, journalists, and professionals, from **Japan, the United States, the UK, Germany, Austria, Sweden, Denmark, Switzerland, China, Poland, Hungary, the Czech Republic, Slovakia, Egypt, Turkey, France, Holland, and Korea.**

And a dozen or so foodbloggers will be present – including the President of the Associazione Italiana Food Blogger, Anna Maria Pellegrino, and the well known Chiara Maci from 'Sorelle in Pentola'.

The wide range of accredited operators is the outcome of the growing importance gained by the Salon at international level, and by the rich network of contacts secured by the Internationalisation Area of Aries (Italian Chambers of Commerce abroad, Desk Aries...), which has invested in the most promising markets, bearing in mind the demands surfacing in recent Olio Capitale editions. Exhibitors are thus ensured a number of appointments for their diaries, a service that year after year has built up the commercial success of the event, which is becoming simply “unmissable”.

Olio Capitale's aim of promoting one of the main components of the Mediterranean diet is also reinforced by attracting enthusiasts and simple consumers from Italy and its neighbours. And again this year, many visitors from abroad have pre-registered, from **countries including Slovenia, Croatia, and Austria in particular.**

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Inaugural session focused on the National Olive-Growing Programme

Spotlight on technical knowledge leads off 2016 Olio Capitale

The inaugural seminar will focus on the new National Olive-Growing Programme, when news about the sector will be presented. But in addition, the event will be celebrating - the gamble taken ten years ago has truly paid off, with Olio Capitale flourishing and today the only international trade fair dedicated exclusively to olive oil.

05 March 2016 **Stazione Marittima – Molo Bersaglieri**
Sala Convegni

10.30 Opening Session

“I 10 anni di Olio Capitale. Le nuove sfide dell’olivicoltura italiana”
(The 10 years of Olio Capitale. New challenges facing olive-growing in Italy)

Welcome and opening remarks

Antonio Paoletti, President of Trieste’s Chamber of Commerce

Welcome from the local authorities

Roberto Cosolini, Mayor of Trieste

Maria Teresa Bassa Poropat, President of the Province of Trieste

Cristiano Shaurli, Assessore Risorse Agricole e Forestali Regione Autonoma Friuli Venezia Giulia (Councillor)

Speakers

Enrico Lupi, President of the Associazione Nazionale Città dell’Olio

Representatives from industry associations CIA, Coldiretti, Confagricoltura

Annamaria Pellegrino, President of the Associazione Italiana Food Blogger

Hon. Colomba Mongiello, XIII Commissione Agricoltura Camera dei Deputati

Close

Senator Andrea Olivero, Deputy Minister for Agriculture and Forestry

Moderator: Giuseppe Cordioli, journalist

Awards Ceremony: Winning Olive Oils of the Concorso Olio Capitale 2015

“Nocellara dell’Etna” - Azienda Agricola Scammacca del Murgo (Sicily)

“Patràun” - Azienda Agricola Leone Sabino (Puglia)

“Tenuta Torre di Mossa” - Azienda Agricola De Carlo (Puglia)

Followed by: Inauguration Ceremony of the 10th Edition of Olio Capitale



Record Numbers from Città dell'Olio

25% growth in associates: 1 in 4 exhibitors is a member of Città dell'Olio National Association, headed by Enrico Lupi

Olio Capitale is to see a record number of participants from Città dell'Olio. The 2016 edition of the Salon dedicated to extravirgin oil - scheduled for 5-8 March at the Stazione Marittima in Trieste – will see a significant boost in members of the National Association, headed by Enrico Lupi. And with an ever-higher number of regions and exhibitors involved, the Associazione Città dell'Olio is proving to be a strategic partner for this top event, organised by Aries in collaboration with Trieste's Chamber of Commerce, PromoTurismoFVG, Unicredit, and the Commanderie des Cordons Bleus de France Italian Delegation.

Last year the number of exhibitors from Città dell'Olio rose by 10% over numbers for 2014, totalling around 20%. But this year the percentage of members present in Trieste from this Italian olive-growing network is to reach 25%. In other words, 1 in 4 exhibitors is a member of Città dell'Olio.

The number is important, and confirmed by the number of Italy's Regions involved in this year's edition (8, cf 6 last year): Puglia, Liguria, Basilicata, Sicily, Campania and Calabria, now joined by Abruzzo and Sardinia. The space occupied by Città dell'Olio stands is up too, now ca 600 m², with number of exhibitors reaching over 100.

“For the Città dell'Olio, Olio Capitale has become a date fixed in the diary,” confirms Enrico Lupi, Città dell'Olio President: “Each year the significant participation of our members pays back the effort we make alongside the organisation of this vital showcase for Italian extravirgin olive oils. At a historic time like this, where we are witnessing so many attacks on olive oil ‘made in Italy’, we really have to create ever-more opportunities for promoting and presenting the value of this product par excellence, and in particular we need to create a ‘culture’. We have to continue raising awareness in consumers worldwide as regards the value of our oils, which are unmatched as regards the biodiversity of the Italian olive-growing landscape, the presence of the variety of cultivars, and the fact that our whole industry chain can be tracked. All this captured in a bottle represents the identity of an Italian oil and its uniqueness.”

“Our collaboration with Olio Capitale has been our Association's jewel in the crown right from the first edition,” noted Antonio Ghersinich, national councillor for Friuli Venezia Giulia; “And long may it continue constructive and positive.”

The Associazione Città dell'Olio will also be offering a wide variety of events at the Salon, with seminars, tasting sessions, and cookery shows. Coming up for the first time this year is an eductour, designed for a number of foodbloggers from AIFB (Associazione Italiana Food Blogger),

5-8 MARCH-MARZO 2016

Trieste – ITALY
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and also the photography contest #OlioCapitale10, which to mark the 10th anniversary of the event will be awarding prizes to the photos that best represent the olive-growing areas of Trieste.

There is also a tourist package, available on the website www.cittadellolio.it under Turismo dell'Olio (olive oil tourism). And as every year, all Città dell'Olio stands will carry the Association's olive symbol.

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Scarello and Fipe ensure an innovative and ‘star-studded’ cookery school

Top-level showcooking at Olio Capitale 2016

Emanuele Scarello, two-star Michelin chef acclaimed both nationally and internationally, and Fipe Trieste (association best representing the restaurateur business in the Province) have set up a series of top-level diary dates to celebrate the 10th edition of Olio Capitale.

Innovation, appreciation of the land, use of extravirgin olive oil as protagonist in a series of dishes that will amaze those signing up to the cookery classes.

These are diary dates par excellence taught and led by food writer and journalist Giuseppe Cordioli, who will be there alongside the chefs in this culinary journey with produce from local areas as protagonists.

Also, to mark the occasion of the Festa della Donna (women’s day) on 8 March, the culinary stage will be taken exclusively by women, promising a morning of outstanding taste.

And it is with this Cookery School session, in modern and refined dressing, that Olio Capitale 2016 chooses to celebrate its ten years, a decade of a trade fair now recognised internationally as *the* reference point when it comes to quality extravirgin olive oils.

In addition, alongside the chefs there will be experts in extravirgin olive oil as well as the nutritionist and doctor Paola Sbisà, who will provide details about the ingredients in the dishes being proposed and information about calorie content.

COOKERY SCHOOL PROGRAMME

Saturday 5 March

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- 11.00 – 12.30 Thomas Kavcic, restaurant “Pri Lojzetu” (Zemono - Slovenia)
13.30 – 14.30 Federico Sestan, restaurant “Ai Duchi” (Trieste)
15.30 – 17.00 Alberto Tonizzo (1-star Michelin), restaurant “Al Ferarut” (Rivignano - Udine)
17.30 – 18.30 Sandro Besotto, restaurant “Tre Merli” (Trieste)

Sunday 6 March

- 11.00 – 12.30 Emanuele Scarello (2-star Michelin), restaurant “Agli Amici” (Godia - Udine)
13.30 – 14.30 Emanuele Natalizio – Presentation of Bitonto cooking, taking a new look at pasta with cime di rape (turnip tops)
15.30 – 17.00 Andrea Canton (1-star Michelin), restaurant “La Primula” (San Quirino - Pordenone).
17.30 – 18.30 Luca Gioiello, restaurant “Arco di Riccardo” (Trieste)

Monday 7 March

- 11.00 – 12.30 Alessandro Gavagna (1-star Michelin), “La Subida” (Cormons - Gorizia)
13.30 – 14.30 Daniele Valmarin, restaurant “Tre Magnoni” (Trieste)
15.30 – 17.00 Teo Fernetich, restaurant “Gourmet San Rocco” (Brtonigla/Verteneglio - Croatia)
17.30 – 18.30 Marc Pavel, restaurant “Alla Posta” (Trieste)

Tuesday 8 March

- 10.30 – 12.00 Antonia Klugmann (1-star Michelin) “L’Argine” di Vencò (Dolegna del Collio - Gorizia), Ana Ros, restaurant Hiša Franko (Kobarid/Caporetto - Slovenia), and Antonella Varotto (master chocolatier)

5-8 MARCH-MARZO 2016

Trieste – ITALY
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Discounts on Teatro Verdi tickets for visitors and exhibitors

10% discount on Verdi's "Luisa Miller"

This offer will give visitors and exhibitors at Olio Capitale the chance to combine the leading Salon of extravirgin olive oil with another top cultural event.

This opportunity is fruit of a partnership between the Trieste Chamber of Commerce and the Fondazione Teatro Lirico Giuseppe Verdi di Trieste, which is allowing the purchase of tickets at a discount - 10% for visitors and 15% for exhibitors - for the opera "Luisa Miller" at the Teatro Verdi in Trieste on 5th, 6th and 8th March.

Just present the Olio Capitale entrance ticket to the theatre box office to obtain the discount.

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The Commanderie des Cordons Bleus de France are back

Sunday 6 March, Training Forum:

“Olio EVO, il Gusto e il Benessere” (*Extravirgin Olive Oil, Taste and Wellbeing*)

After the success enjoyed at preceding editions, the collaboration between Olio Capitale and the Commanderie des Cordons Bleus de France is expanding, and will focus on the relationship between gastronomy, quality produce, and healthy eating, underlining the importance of extravirgin olive oil as a factor in nutrition par excellence.

Sunday 6 March, 10.15am in the Oil Room - Sala Illiria: 3rd Training Forum “Olio EVO, il Gusto e il Benessere”. This event will give a flash history of olive oil and underline its health benefits, presenting in particular niche products from Friuli Venezia Giulia.

In the Chair will be Giorgio Sedmak, President of the Triestino delegation of the Cordons Bleus de France: his presentation will focus on the central role of nutrition in a person’s wellbeing.

The term **Cordon Bleu, synonymous with top-level cuisine right from the 16th century, has given its name to the Commanderie des Cordons Bleus de France. This institution was founded in 1949** and is now present the world over. Their aim is to promote excellence in food culture through the search for excellence from the traditional to the innovative, based on promoting quality products and the professional skills of its members.

Programme

10:15 Opening Forum
Giorgio Sedmak, Welcome and thanks
Toni Sarcina, Opening remarks

10:25 Local Authorities

10:40 Alessandro Marzo Magno
L’olio di oliva nella nostra storia (olive oil in our history)

11:00 Vesna Guštin
L’olio di oliva nel nostro territorio (olive oil in our land)

11:20 Roberto Zottar
Dolci incontri di civiltà a Trieste (gentile encounters in Trieste)

11:40 Stelio Smotlak
Per un’estetica dell’EVO (EVO in aesthetics)

5-8 MARCH-MARZO 2016

Trieste – ITALY
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12:00 Round Table
Moderator Furio Baldassi

12:30 Closing Forum
Toni Sarcina, Conclusions
Giorgio Sedmak, Thanks

After the Training Forum, Alessandro Marzo Magno and Vesna Guštin will be available to sign their most recent publications.

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