

FLOS OLEI 2014

a guide to the world of extra virgin olive oil

Dear Sirs,

Flos Olei 2014 - a guide to the world of extra virgin olive oil is the project proposed by **Marco Oreggia** and **Laura Marinelli**. It is an **International Competition** addressed to the world best olive growing farms and at the same time it is a **Guide** describing, popularizing and promoting the ones that will excel in this selection. The Competition includes an assessment of the olive oils presented by our panel of Expert Tasters through rigid tasting and the working out of an organoleptic profile that will be communicated to the producers. However we would like to point out that only the suitable olive oils will be published in the Guide. The Guide is written **both in Italian and in English** and consists in a national and regional presentation (for Spain and Italy) of the olive growing sector all over the world supplying historical and cultural information, production data, varieties and areas protected by names of origin. Every farm is described in a card with notes about tasting and gastronomic matches. The Guide is also realized in four multimedia versions (World, Europe, Italy, The Best) for **iPhone-iPad**. The participation in the International Competition is subject to a contribution for the registration. We invite your farm to take part in our project and we inform you that it is necessary to send:

- A. 2 (two) 0.500-lt. samples of each variety of your extra virgin olive oil. Other sizes are allowed provided the total volume is 1 lt. (e.g. four 0.250-lt. bottles). We cannot accept samples without label.**
- B. The form written in block capitals (every page and item, especially the colored ones).**
- C. 3 (three) copies of the original paper labels for each variety of extra virgin olive oil you submit. Only for silk-screen labels, please send a high-resolution (minimum 300 dpi) file of the label in .jpg or .tif format.**
- D. Chemical analysis of the extra virgin olive oils you send (acidity and peroxides) and in case of Organic Farming and/or Biodynamic its certification.**
- E. 1 (one) copy of your brochure.**
- F. Some information, curiosity or news regarding your farm.**

The olive oil samples and the documents listed above should be sent to:

Marco Oreggia
Via Positano, 100 - Località Spregamore - 00134 Roma (Italia)

Shipping advice

Considering the problems with the customs we suggest using carriers like TNT and UPS. **Don't send as "express package"**. Write **1.00 € per bottle as commercial value**. Shipping costs, including customs or health expenses (Delivered Duty Paid and Free Domicile), as far as destination are completely charged to the participating farms, under penalty of non-collection of goods.

Extra-European Countries will include the following Italian sentence outside the parcel:

*«Dichiariamo che i prodotti indicati hanno tutti i requisiti che li rendono idonei al consumo umano, non hanno proprietà né contengono precursori di sostanze stupefacenti, tossiche o velenose; non sono regolamentati da altre normative specifiche e il fornitore è stato scelto secondo requisiti di qualità. La merce è destinata a **USO PERSONALE**, non sarà messa in commercio né somministrata a persone o animali ed eventuali residui saranno smaltiti secondo le normative vigenti».*

Forwarding dates (no exceptions to these terms are admitted):

From 1st February to 30th April 2013 for the Northern hemisphere

From 1st June to 15th August 2013 for the Southern hemisphere

The olive oil samples and all documents listed above are essential to take part in the Competition. The participating farms take responsibility for what stated in the present questionnaire and for the correspondence of the chemical analyses with the extra virgin olive oil samples.

Information and contacts:

Marco Oreggia - Tel. and Fax: +39 06.7197254

E-mail: info@flosolei.com - Web: www.flosolei.com - Shop: <http://shop.flosolei.com>

Farm Card

Note. Please write in block letters. **The colored items are compulsory.**

In case of Co-operatives or Associations of Producers, refer the data (surface, number of trees, height and production) to the total number of members. The data concerning hectares, trees and production (olives and oil) should be referred to the farm total amount, not only to the oils taking part in the Competition.

Farm name (published in the Guide):

Company name (for the invoice):

Farm Establishment Year:

Partners' number (only Co-operative Society):

Owner's/Owners' Name/Surname:

Founder's Name/Surname:

Farm address (where your olive groves are placed or where your olives are transformed):

Country:

Town/City:

Suburb:

District:

Street Square Avenue Drive District:

Post box:

Postal code:

International Code: + | | | **National code:** + | | | **Tel. 1:**

International Code: + | | | **National code:** + | | | **Tel. 2:**

International Code: + | | | **National code:** + | | | **Fax :**

International Code: + | | | **Mobile** (not published in the Guide):

E-mail 1:

E-mail 2:

Website:

Satellite Coordinates (e.g. 43.742556112) of the olive grove or the mill

Latitude:

Longitude:

Farm production:

I have my own olive trees

I buy olives

I buy olive oil

I have my own extraction system

I crush outside

I bottle my own olive oil

I bottle outside

Ecosustainability:

Green building

Use of alternative energies

Control of CO₂ emissions

Use of residual materials

Separated waste

Use of lightweight glass

Other

1 - Total area of olive grove owned:

ha

2 - Total area of olive grove rented:

ha

3 - Total area of olive grove (1+2):

ha

4 - Farm total area:

ha

Number of olive trees:

Height of the olive area:

m

Orchard Layout:

Mixed (olive trees + others)

Harvesting Method:

Hand picking

Specialized (only olive trees)

Mechanical

Mixed and specialized

Beating

Extraction Systems:

Traditional press

Sinolea

Continuous

Mixed Continuous

Training System:

Bush

Reverse Cone

Free Form

Y-trellis

Monocone

Weeping Vase

Free Fan

Fan

Polycone

Vase

Open Vase

Vase Bush

Globe

Free Vase

Polyconic Vase

Other

Olive varieties (write name in full):

Olives for oil production owned:

tons quintals kilos

Olives purchased:

tons quintals kilos - **Olive oil yield (percentage):**

Total olive oil production:

hectolitres litres kilos - **Oil purchased:** hectolitres litres kilos

Do you accept visitors? Yes - No

Do you sell retail? Yes - No

Languages spoken: Italian English French Spanish German Portuguese Greek

Others (which ones):

Extra Virgin Olive Oil Card

Please write in block letters. The colored items are compulsory.

Sample 1

Name of Extra Virgin Olive Oil:

Production:

hectolitres litres

P.D.O./P.G.I. and subarea (only if it appears on the label):

Organic Farming (certification) To be converted From biodynamic agriculture (certification)

Olive varieties in percentage (write name in full):

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %).

Tasting Category:

Light Fruity

Medium Fruity

Intense Fruity

Wholesaler Price (mark-up 50% in the Guide):

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Consumer Price:

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Sample 2

Name of Extra Virgin Olive Oil:

Production:

hectolitres litres

P.D.O./P.G.I. and subarea (only if it appears on the label):

Organic Farming (certification) To be converted From biodynamic agriculture (certification)

Olive varieties in percentage (write name in full):

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %).

Tasting Category:

Light Fruity

Medium Fruity

Intense Fruity

Wholesaler Price (mark-up 50% in the Guide):

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Consumer Price:

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Sample 3

Name of Extra Virgin Olive Oil:

Production:

hectolitres litres

P.D.O./P.G.I. and subarea (only if it appears on the label):

Organic Farming (certification) To be converted From biodynamic agriculture (certification)

Olive varieties in percentage (write name in full):

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %);

(..... %).

Tasting Category:

Light Fruity

Medium Fruity

Intense Fruity

Wholesaler Price (mark-up 50% in the Guide):

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Consumer Price:

Euro _____ 0.250 litre

Euro _____ 0.500 litre

Euro _____ litre

Euro _____ litre

Any information you submit will be used electronically for the Guide **FLOS OLEI** - a guide to the world of extra virgin olive oil in accordance with the law D.lgs. n. 196/2003 (Codice in materia di protezione dei dati personali) that has replaced the law n. 675/1996 on the protection of personal data. All information will only be used for editorials of **E.V.O. srl** and to keep you informed about our initiatives. If you do not wish to receive any further information from us, please tick the box .

Farm Stamp

Signature

Card of your Importers

Please write in block letters.

Note. Write the data of the importers of your extra virgin olive oil abroad.

This part is not compulsory. However your data are very useful to promote the Guide Flos Olei and allow us to give information about your quality productions in the best way.

1) Importer Name (Company):

Owner's/Owners' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

2) Importer Name (Company):

Owner's/Owners' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

3) Importer Name (Company):

Owner's/Owners' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

4) Importer Name (Company):

Owner's/Owners' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

Journalist Card

Please write in block letters

Note. Write the data of the journalists you are in contact with.

This part is not compulsory. However your data are very useful to promote the Guide Flos Olei and allow us to give information about your quality productions in the best way.

1) Name of newspaper:

Journalist's/Journalists' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

2) Name of newspaper:

Journalist's/Journalists' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

3) Name of newspaper:

Journalist's/Journalists' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

4) Name of newspaper:

Journalist's/Journalists' Name/Surname:	
Country:	Town/City:
Suburb:	District:
Street <input type="checkbox"/> Square <input type="checkbox"/> Avenue <input type="checkbox"/> Drive <input type="checkbox"/> District:	
Post box:	Postal code:
International Code: + National code: + Tel. 1:	
International Code: + National code: + Tel. 2:	
International Code: + National code: + Fax:	
International Code: + Mobile 1:	Mobile 2:
E-mail:	Website:

Tax Data and Terms of Payment

Please write in block letters. The colored items are compulsory.

Tax Data

Farm Name:

Company Name:

Owner's/Owners' Name/Surname:

VAT Registration Number: | | | | | | | | | | | | | | | | | |

Tax Code: | | | | | | | | | | | | | | | | | |

Country: Town/City:

Suburb: District:

Street Square Avenue Drive District

Post box: Postal code: E-mail:

International Code: + | | | National code: + | | | Tel.:

How to Participate

Samples sent by two or more different farms belonging to the same company, which may be described separately in the Guide, cannot be considered different varieties of olive oil of the same farm.

To take part in the International Competition it is necessary the following contribution:

- € 80.00 (including charges) for N. 1 sample (2 bottles)
- € 120.00 (including charges) for N. 2 samples (4 bottles)
- € 160.00 (including charges) for N. 3 samples (6 bottles)
- € 200.00 (including charges) for N. 4 samples (8 bottles)
- € 240.00 (including charges) for N. 5 samples (10 bottles)
- € (including charges) for N. ... samples (... bottles)

From the first sample and for every supplementary sample it is necessary a mark-up of 40.00 euro (including charges).

IMPORTANT:

shipping costs, including customs or health expenses (Delivered Duty Paid and Free Domicile), as far as destination are completely charged to the participating farms, under penalty of non-collection of goods.

Terms of Payment

In case of international transfer all bank expenses are completely charged to the farm carrying out the operation, that is bank charges are entirely charged to the payer (**OUR**) and not shared between payer and payee (**SHA**).

IMPORTANT: TICK THE OPTION CHOSEN

Payment into bank current account:

BANCA SELLA
In the name of: E.V.O. srl
IBAN: IT 96 J 03268 22300 052869640400
BIC-SWIFT: SELBIT2BXXX

Payment into postal current account:

BANCO POSTA
In the name of: E.V.O. srl
Giro Account N: 000099965808
via Ardeatina km 12 - 00134 Roma (Italia)
IBAN: IT 12 S 07601 03200 000099965808
BIC-SWIFT: BPPIITRRXXX

Payment online by credit card: <http://shop.flosolei.com>

American Express

Mastercard

Visa

Pay Pal

IMPORTANT: payment should be effected before sending the form and copy of the receipt of payment should be enclosed. Write the **Name of the Farm** carrying out the operation and the phrase "**Concorso Internazionale FLOS OLEI 2014**".



Marco Oreggia

School Qualifications:

- Qualified Agricultural Engineer.
- Member of the Association of Agricultural Engineers of Rome.
- Member of the Association of Freelance Journalists of Lazio.

Professional Qualifications:

- Professional Oenologist.
- Wine Taster - National Organization of Wine Tasters (O.N.A.V.).
- Wine Sommelier - Italian Association of Wine Sommeliers (A.I.S.).
- Member of the Association of Wine Technical Tasters of Frosinone and Rome.
- Taster of "Grappa" - National Association of Grappa Tasters (A.N.A.G.).
- Expert Taster of Virgin and Extra Virgin Olive Oil .
- Member of the Association of Technicians and Experts of Virgin and Extra Virgin Olive Oils.

Marco Oreggia

Via Positano, 100
Località Spregamore
00134 Roma (Italia)
Tel. and Fax: +39 06.7197254
E-mail: info@flosolei.com
Web: www.flosolei.com
Shop: <http://shop.flosolei.com>

Professional Experience:

Owner of the restaurant "Girone VI" in Rome.

Consultant to:

A.R.S.I.A.L. Lazio, A.R.S.S.A. Calabria, A Tavola, Agra Editore, Alice Cucina, Associazione Amici del Gusto, Associazione Città dell'Olio, Associazione Spoleto Ricerca, Associazione Strada dei Vini e dei Sapori dei Colli di Forlì e Cesena, Associazione Strade dei Vini del Cantico, Avvenimenti, C.C.I.A.A. di Arezzo, C.C.I.A.A. di Caserta, C.C.I.A.A. di Grosseto, C.C.I.A.A. di Reggio Calabria, C.C.I.A.A. di Roma, C.N.O., C.R.D.O. Priego de Córdoba, Campagna Amica, Centro Agroalimentare dell'Umbria, Comune di Castiglione del Lago, Comune di Corleone, Comune di Foligno, Comune di Giano dell'Umbria, Comune di Manciano, Comune di Partinico, Comune di Seneghe, Comune di Sessa Aurunca, Comunità Montana Valle Roveto, Confagricoltura, Consorzio Olio D.O.P. Chianti Classico, Consorzio per la Tutela dell'Olio Extravergine di Oliva Toscano I.G.P., Corporazione dei Mastri Oleari, Cucina & Vini Editrice, E.R.S.A.C. Campania, E.R.S.A.T. di Cagliari, Eno Hobby Club, Enoteca Italiana, Enotime, Europress Service, F.I.S.A.R., Federazione Provinciale Coldiretti Terni, Feinschmecker, Fundación Para la Procción el Desarrollo del Olivar y dell'Aceite de Oliva, Gal Alto Casertano, Gal Ternano, Gal Valle Umbra e Sibillini, Gambero Rosso Holding, Gruppo Editoriale L'Espresso, Mercacei, MG Logos, Movimento Turismo del Vino, Nardini Editore, Organizzazione Nazionale Assaggiatori Vini, Pro Loco Tavarnelle Val di Pesa, Provincia di Arezzo, Provincia di Brescia, Provincia di Massa Carrara, Provincia di Oristano, Provincia di Roma, Provincia di Siena, R.T.I. - TG5 Gusto, Regione Basilicata, Regione Campania, Regione Siciliana, Republika Hrvatska - Istarska Županija, Rimini Fiera, Slow Food, Ultime Notizie, Unione Regionale delle Camere di Commercio, Università degli Studi di Siena, Università degli Studi Roma Tre, Università di Pisa, Verona Fiere, Vinealia.