



inROME

FLOSOLEI TOUR



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On the occasion of the publication of the guide Flos Olei 2020 dedicated to the best extra virgin olive oils in the world Flos Olei Tour starts from Rome

THE OPENING EVENT WILL TAKE PLACE ON SATURDAY 7 DECEMBER 2019 AT THE WESTIN EXCELSIOR ROME

The customary annual appointment with the **Flos Olei Tour**, a project conceived by the journalist and international expert in the oil sector, **Marco Oreggia**, is back again. After many experiences abroad (Munich, Berlin, London, Warsaw, New York, Helsinki, Washington, Amsterdam, Copenhagen, Taipei and Shanghai) the tour - aimed at raising awareness of the best Italian and international extra virgin olive oils - will start from the capital on **Saturday 7 December 2019**, with an event at the hotel **The Westin Excelsior Rome - Via Vittorio Veneto, 125**, and then will leave again for other cities.

As usual the Roman opening event will also include the editorial release of the Guide **Flos Olei 2020**. The volume, created in 2010 and edited by **Marco Oreggia** (who is also its publisher) and the journalist **Laura Marinelli**, was the first dedicated to oil farms from around the world and their extra virgin olive oils. The 11th edition can boast **500 producers** included, **720 extra virgin olive oils** selected by expert professional tasters, **53 countries** on **5 continents** and **two versions: Italian-English** and **Italian-Chinese**. There are also two rankings, the **Hall of Fame** (new in this edition) and the usual **The Best**: the first rewards - with 100/100 - those farms that, after an important growth over the years, have reached a stable goal of excellence, a sort of Honorary Oscar; the second rewards the companies that, presenting a very high level extra virgin, have stood out in the different categories of the competition.

In addition, the **7 December** will also be the occasion for many producers of extra virgin olive oil and other typical products to present themselves to the general public and the operators of the sector. In fact, numerous tasting stalls will enable to taste extra virgin olive oils and excellent Italian and international food. To complete this gastronomic experience, renowned chefs will hold **cooking Masterclasses** focused on the use of high quality oil and will prepare dishes where extra virgin olive oil is the absolute protagonist. Finally, for all the enthusiasts and the most curious, **in-depth courses** on oil tasting techniques will be held for all levels of knowledge.

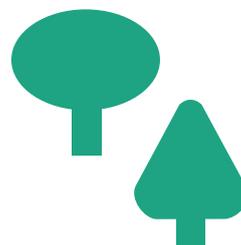


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Introduction

Now in its eleventh edition, *Flos Olei - a guide to the world of extra virgin olive oil* offers a broader view of olive growing in the world, maintaining its original ambitious goal: being a new and stimulating product in the existing array of publications on this sector. In fact, oil, the best condiment and a basic element of the Mediterranean diet, consumed and appreciated everywhere for its many organoleptic and health giving qualities, deserves to be addressed in detail. This is the origin of *Flos Olei*, the only Guide in its field with an international scope and realized in the double version, Italian and English. It is an instrument of information and popularization of the best farms and producers all over the world, addressed not only to readers from traditional olive growing countries, but also to people from those countries where extra virgin olive oil is increasingly consumed. In this way the Guide will be a complete and clear point of reference both for oil lovers and novices alike of all ages, and for those working in the sector: producers, importers, distributors, technicians. By tasting and selecting thousands of samples, the editors want to inform the consumer about the best farms in the world, helping him recognize excellence and showing him the new frontiers of quality, by now including all five continents. New olive countries are in fact unexpectedly China, Japan, Brazil, India. The Guide consists of a presentation of the olive growing sector in 53 countries, supplying historical and cultural information and production data. Italy and Spain are also analyzed in detail, subdivided into regions. 500 cards describe the most interesting farms and their best product selected by an official panel of Expert Tasters. Finally, 220 extra virgin olive oils produced by the same farms are mentioned and recommended, although they were not selected, for a total number of 720 oils. The heart of olive oil production is certainly the Mediterranean, the birthplace of olive growing. However, quality can also be found in other more distant countries, which are constantly gaining ground on the international market, for example Argentina, Chile, Uruguay, South Africa, Australia and New Zealand. Also some Mediterranean countries, like Croatia, France, Slovenia and Morocco, are improving the quality of their production. In short, the olive growing sector should be considered from a broad point of view and should take into account the present delicate situation, characterized by the extension of the production borders and a tendency towards free trade. In this regard some positive signs are the norms about the origin, labeling and identifiability of the trademarks Pdo, Pgi and Organic Farming and the introduction of new antifraud chemical parameters, such as the analysis of extra virgin olive oil based on the DNA test. However, a number of problems remain unsolved, especially the lack of a transparent legislation within the European Union and in the world. What we expect from the future is the general relaunch of the sector through a tighter control of producing areas and volumes, an increase in the antifraud norms and the improvement of the ambiguous product classification of the oil from olives, in order to weather the economic crisis and enhance the cultivation of this tree, a special and precious resource for the whole world.





Editors' Presentation



MARCO OREGGIA

Journalist and wine-and-food critic, he is a consultant on important newspapers of the sector. After qualifying as an agricultural engineer, he has gained his technical experience in the field of tasting, first working as a quality restaurateur in his restaurant Girone VI in Rome for years, then taking several professional qualifications. He is a virgin and extra virgin olive oil taster, a professional enologist, a wine and grappa taster and a sommelier. He is enrolled in the National Directory of Wine Technicians and Tasters at the C.C.I.A.A. of Frosinone and Rome and in the National Directory of Technicians and Experts in Virgin and Extra Virgin Olive Oil at the C.C.I.A.A. of Rome. He is the editor and publisher of the book FLOS OLEI - a guide to the world of extra virgin olive oil. He has written several books and guides about the elaiotechnical sector and organized conventions, workshops, tastings and events about wine and food in Italy and abroad.



LAURA MARINELLI

Journalist in the wine-and-food sector, she has always loved gastronomy and literature. Bachelor of Arts, she graduated with a thesis on Aesthetics. She was a cultural consultant on some programmes of Giornale Radio for the Italian RAI, she collaborated on an entertainment programme about gastronomy of Radio 2 and is currently working for Radio 3. For several years she has been writing for some magazines of the sector. She has attended training courses on wine and oil tasting and is enrolled in the National Directory of Technicians and Experts in Virgin and Extra Virgin Olive Oil as an expert taster. She is one of the editors of the book FLOS OLEI - a guide to the world of extra virgin olive oil and has taken part in the organization and communication of workshops, tastings and events about the agricultural and food sector in Italy and abroad.

Flos Olei 2019

a guide to the world of extra virgin olive oil



PRODUCT

Flos Olei 2020 - a guide to the world of extra virgin olive oil is the first Guide dealing on an **international scale** with oil farms all over the world and extra virgin olive oil, strictly selected by a panel of expert tasters coordinated by Marco Oreggia, editor and publisher of the volume. The Guide, written in two languages (**Italian-English and Italian-Chinese**), consists of a presentation of the olive growing sector in **53 countries** belonging to **5 continents** and also contains a description of the Italian and Spanish regions, supplying historical and cultural information, production data, typical varieties and areas protected by names of origin. The detailed **cartography** includes both the best olive areas and the ones protected by names of origin. Moreover every farm is described in a card with **notes about oil tasting** and **gastronomic matches**. In the existing publishing industry the Guide aims at representing a new and stimulating product about the delicate sector of olive growing and is therefore written as an effective, modern and universal means of information. Thanks to the careful and quality work behind it the Guide will be a point of reference for all consumers interested in good food and for national and international workers of the sector. A model page can be viewed on the site: www.flosolei.com.

TEXTS

Preface - Introduction to the Guide - Overview of the 53 countries:

Portugal; Spain - presentation of the Spanish regions: *Galicia, Castilla y León, País Vasco, La Rioja, Comunidad Foral de Navarra, Aragón, Cataluña, Extremadura, Comunidad de Madrid, Castilla-La Mancha, Comunidad Valenciana, Andalucía, Región de Murcia, Islas Baleares*; France; Switzerland; Italy - presentation of the Italian regions: *Piemonte, Liguria, Lombardia, Trentino Alto Adige, Veneto, Friuli Venezia Giulia, Emilia Romagna, Toscana, Marche, Umbria, Lazio, Abruzzo, Molise, Campania, Puglia, Basilicata, Calabria, Sicilia, Sardegna*; Slovenia; Croatia; Bosnia Herzegovina; Montenegro; Albania; Republic of Macedonia; Bulgaria; Greece; Ukraine; Cyprus; Malta; Morocco; Algeria; Tunisia; Lybia; Egypt; Ethiopia; Namibia; South Africa; Turkey; Armenia; Azerbaijan; Syria; Lebanon; Israel; Palestine; Jordan; Iraq; Iran; Afghanistan; Pakistan; Saudi Arabia; Kuwait; Yemen; India; Nepal; China; Japan; Australia; New Zealand; United States; Mexico; Colombia; Peru; Brazil; Chile; Uruguay; Argentina.

MARKET

Aware and passionate eating-and-drinking consumers; workers of the olive sector i.e. agronomists; agriculturalists; olive growers; elaiotechnicians; technologists; high-quality catering, especially restaurateurs interested in realizing an olive oil trolley or list; owners or managers of wine shops and wine bars; expert tasters.

TOPIC

It is a group work, edited and published by Marco Oreggia, journalist, food-and-wine critic and expert taster, and by Laura Marinelli, journalist and expert taster. Important national and international olive oil experts and a panel of tasters, coordinated by the editor, have also contributed to the Guide realization.

TECHNICAL SPECIFICATIONS

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Kuwait

Kuwait is located at the end of the Persian Gulf. Its territory, consisting of the last offshoots of the Arabian desert, is flat, with few slightly undulating areas that reach an altitude of about 300 metres above sea level. The climate is very arid, characterized by long torrid and dry summers, with temperatures exceeding 45 °C, and short and moderately cool winters, with temperatures that sometimes fall below 4 °C. Rainfalls are very scarce, evaporation is very high and humidity is low. During the summer months there are frequent sand storms due to strong, hot and dry winds. The arable surface is characterized by sandy soil, poor in organic substances, and with very little water retention. In this environmental context, however, there are areas cultivated or potentially suitable for the development of agriculture. In particular, the area of Al Wafra, near the southern border; that of Al Abdali, close to the northern one; and especially the area of Al Sulaibiya, in the centre of the country. Desalinated seawater and saline groundwater are both used for irrigation. In recent years the Kuwait Institute for Scientific Research (KISR), a pioneer in the agricultural sector, has studied the olive tree because of its ability to adapt to extreme environmental conditions and especially because of its resistance to drought, in view of its possible introduction as a cultivation. This institute, which has already launched numerous projects concerning different tree species with the aim of increasing vegetation and combating desertification, is now investing a lot of energy on the olive tree. In fact, its cultivation would be strategic not only from an environmental, but also from an economic point of view: olives and oil are essential components of the local population's nutrition and their demand is growing, given their increasingly widely recognized nutritional and health benefits. The first experiments to introduce the olive tree in the country date back to 1985. Subsequently, in the 1990s, 300 saplings were planted in a nursery on Green Island, the artificial island off the city of Kuwait. Encouraging results are pushing the institute to continue their studies. The research projects carried out from the first decade of the 2000s up to now aim above all to investigate, through an on-site evaluation, the possibility of adapting certain selected cultivars to sandy soil and their ability to withstand water stress and salinity of the irrigation water. The tests on mulching techniques (covering the roots of the plant with straw, leaves or soil), which can contribute to a significant reduction in water requirements, have proved particularly interesting and susceptible to future developments. All these experiences concern the areas of Al Wafra, Al Abdali, Doha and Green Island. In particular, the experimental sites of Sulaibiya and Salmiya, in the centre of the country, should be mentioned. A crucial element is the identification of cultivars that are able both to grow and to bear fruit. A 2010 study conducted on five varieties (arbequina, barnea, coratina, koroneiki and UC13A6) highlighted the adaptive capacity of barnea, arbequina and coratina. Barnea seems to be the most vigorous, but also the cultivars picual, picholine, pendolino and frantoio, examined in the context of another project, have shown good potential.



Aromatic Profiles

ARAUCO (ARGENTINA)

Medium-intense fruity. Intense golden yellow colour with definite light green hues. Its aroma is powerful and strong, characterized by ample fruity notes of medium ripe tomato and definite aromatic hints of basil and mint. Its taste is full and rotund, endowed with a flavour of fresh country vegetables, lettuce and dried fruit. Bitterness and pungency are strong and harmonic.

BUŽA (CROATIA)

Medium-intense fruity. Intense golden yellow colour with delicate green hues. Its aroma is definite and fine, endowed with elegant notes of wild thistle, artichoke, lettuce and definite aromatic herbs, with a finish of rosemary, sage and mint. Its taste is rotund and ample, with a flavour of country vegetables, fresh broad beans, black pepper and almond. Bitterness and pungency are harmonic and balanced.

SALONENQUE (FRANCE)

Medium-intense fruity. Light golden yellow colour. Its aroma is fine and complex, with rich vegetal notes of freshly mown grass, broad beans, celery and lettuce, enriched by hints of unripe tomato and almond. Its taste is ample and rotund, endowed with hints of country vegetables and aromatic notes, especially mint, parsley and sage. Bitterness and pungency are present and balanced.

NABALI (JORDAN)

Medium fruity. Light golden yellow colour. Its aroma is rotund and strong, with ample fruity notes of unripe tomato, banana, white apple and an almond finish. Its taste is complex and powerful, endowed with a vegetal flavour of lettuce and fresh broad beans, enriched by notes of aromatic herbs, especially field balm, sage and basil. Bitterness is definite and pungency is balanced.

KORONEIKI (GREECE)

Medium-intense fruity. Intense golden yellow colour with slight green hues. Its aroma is fine and strong, rich in elegant vegetal notes of fresh country vegetables, enriched by fine aromatic hints of mint and rosemary. Its taste is complex and rotund, endowed with a flavour of ripe banana, wild chicory, lettuce and sweet almond. Bitterness and pungency are definite and balanced.

BARNEA (ISRAEL)

Medium-light fruity. Light golden yellow colour. Its aroma is complex and rotund, endowed with elegant vegetal notes of artichoke, fresh lettuce and definite aromatic hints of mint, basil and rosemary. Its taste is powerful and fine, characterized by a rich flavour of unripe tomato, lettuce and a strong sweet almond finish. Bitterness and pungency are present and well balanced.

FRANTOIO (ITALY)

Intense fruity. Intense golden yellow colour with definite green hues. Its aroma is rich in hints of freshly mown grass, artichoke, wild thistle, wild chicory and definite notes of rosemary and mint. Its taste is strong and full, characterized by vegetal hints of country vegetables and unripe almond. Bitterness and pungency are definite and present.

SOURI (LEBANON)

Medium-intense fruity. Light golden yellow colour. Its aroma is complex and rotund, characterized by elegant fruity hints of medium ripe tomato, banana, white apple and dried fruit. Its taste is ample and strong, endowed with an aromatic flavour of mint and basil, enriched by notes of sweet almond. Bitterness and pungency are present and well balanced.



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PICHOLINE MAROCAINE (MOROCCO)

Medium-intense fruity. Intense golden yellow colour with green hues. Its aroma is ample and strong, with elegant fruity notes of medium ripe tomato, white apple, enriched by spicy hints of black pepper, mint, basil and oregano. Its taste is rotund and fine, endowed with a vegetal flavour of artichoke, lettuce, fresh broad beans and almond. Bitterness is powerful and pungency is harmonic.

NABALI BALADI (PALESTINE)

Medium fruity. Intense golden yellow colour with slight green hues. Its aroma is definite and rotund, with fruity hints of unripe tomato, banana, white apple and fine aromatic hints of sage, oregano and mint. Its taste is complex and mellow, endowed with ample vegetal notes of lettuce, chicory and an almond finish. Bitterness and pungency are balanced and harmonic.

COBRANÇOSA (PORTUGAL)

Intense fruity. Intense golden yellow colour with green hues. Its aroma is ample and definite, rich in fruity hints of medium ripe tomato, together with aromatic notes of rosemary, mint and black pepper. Its taste is rotund and strong, with a flavour of wild thistle, wild chicory, lettuce and sweet almond. Bitterness and pungency are present and harmonic.

ISTRSKA BELICA (SLOVENIA)

Intense fruity. Light golden yellow colour. Its aroma is ample and strong, endowed with elegant vegetal notes of artichoke, wild thistle and definite hints of aromatic herbs, especially mint, parsley and basil. Its taste is powerful and complex, characterized by a flavour of green pepper, fresh vegetables and almond. Bitterness and pungency are present and balanced.

PICUAL (SPAIN)

Medium-intense fruity. Intense golden yellow colour with green hues. Its aroma is strong and ample, endowed with fruity notes of medium ripe tomato and banana, enriched by spicy hints of black pepper, mint and oregano. Its taste is rotund and fine, with harmonic vegetal notes of wild chicory, lettuce and a definite almond finish. Bitterness and pungency are intense and balanced.

MISSION (UNITED STATES)

Medium fruity. Intense golden yellow colour with slight green hues. Its aroma is rotund and very fine, characterized by ample fruity notes of yellow peach, ripe apricot, unripe tomato and fragrant hints of mint, thyme and basil. Its taste is complex and strong, endowed with a distinct flavour of lettuce, black pepper and fresh walnut. Bitterness and pungency are present and harmonic.

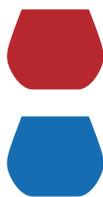
CHEMLALI DE SFAX (TUNISIA)

Medium fruity. Intense golden yellow colour with slight green hues. Its aroma is elegant and particular, rich in definite vegetal notes of artichoke and almond, enriched by aromatic hints of mint and rosemary. Its taste is fine and delicate, endowed with harmonic vegetal notes of wild chicory, lettuce and a fresh walnut finish. Bitterness and pungency are balanced and present.

MEMECIK (TURKEY)

Medium-intense fruity. Intense limpid golden yellow colour with delicate green hues. Its aroma is ample and rotund, endowed with elegant fruity hints of medium ripe tomato, white apple, banana, enriched by fresh notes of basil and mint. Its taste is complex and vegetal, with a flavour of broad beans, lettuce and ripe walnut. Bitterness is distinct and pungency is present and complimentary.

Hall of Fame and The Best



A useful and meaningful guide needs rankings and awards and ours goes one step further. In fact, we distinguish two different categories, the *Hall of Fame* and *The Best*. The first includes a group of farms that have reached such a level of excellence that they deserve an honorary recognition represented by a score of 100/100. *The Best* is instead a list of farms that are given a quality award according to different categories. The prizes that make up *The Best* are not only awarded for the high organoleptic qualities of the oils proposed, but are mainly based on the quality each farm has shown over the years and the added value this represents for its area of production. The fact that, after only a few months, extra virgin olive oil gradually loses its organoleptic properties, means we do not find it appropriate to give the prize to the single oil. Therefore, we choose the Best Farm of the Year, that is the best producer, but we also encourage young or minor farms (the Emerging Farm, the Frontier Farm) or reward the passion and care of the people involved in this activity (the "Made with Love" Farm). Then we find the best oils, the best of the year and the ones belonging to the different categories (from Organic Farming, Monovarietal, Blended, Pdo/Pgi). Moreover, we mention the farm with the best extraction system and those that have combined quality with big volumes, a convenient price or an attractive packaging. Besides *The Best*, other three prizes are given to The Importer of the Year, The Restaurant of the Year and finally a special prize is dedicated to Cristina Tiliacos, journalist and competent contributor to the Guide, who has sadly suddenly passed away. This award is generally given to people, bodies or associations that have committed themselves to the promotion and diffusion of olive cultivation.

AWARD	FARM	COUNTRY
Hall of Fame	Castillo de Canena Olive Juice	ES
	Aceites Finca La Torre	ES
	Azienda Agricola Comincioli	IT
	Frantoio Bonamini	IT
	Frantoio Franci	IT
	Azienda Agraria Viola	IT
	Azienda Agricola Biologica Americo Quattrociocchi	IT
The Farm of the Year	Olio Intini	IT
The Emerging Farm	Azienda Agricola Fratelli Renzo	IT
The Frontier Farm	Familia Zuccardi	AR
The "Made with Love" Farm	Olea B. B.	HR
The Best Extra Virgin Olive Oil of the Year	Azienda Agraria Marfuga	IT
The Best Extra Virgin Olive Oils from Organic Farming	Almazara Deortegas	ES
	Frantoio di Riva	IT
The Best Extra Virgin Olive Oil from Organic Farming and Pdo/Pgi	Società Agricola Buonamici	IT
The Best Extra Virgin Olive Oil - Extraction System	Marqués de Griñon Family Estate	ES
The Best Extra Virgin Olive Oil - Quality/Quantity	Frantoio Gaudenzi	IT
The Best Extra Virgin Olive Oil - Quality/Packaging	Azienda Agricola Le Tre Colonne	IT
The Best Extra Virgin Olive Oil - Quality/Price	Agrícola Monteolivo	CL
The Best Extra Virgin Olive Oil Monovarietal - Light Fruity	Olearia San Giorgio	IT
The Best Extra Virgin Olive Oil Monovarietal - Medium Fruity	Casas de Hualdo	ES
The Best Extra Virgin Olive Oil Monovarietal - Intense Fruity	Olio Mimì	IT
The Best Extra Virgin Olive Oil Blended - Light Fruity	Tokara	ZA
The Best Extra Virgin Olive Oil Blended - Medium Fruity	Madonna dell'Olivo	IT
The Best Extra Virgin Olive Oil Blended - Intense Fruity	Azienda Agricola Ortoplant	IT
The Best Extra Virgin Olive Oil Pdo/Pgi - Light Fruity	Aceites La Maja	ES
The Best Extra Virgin Olive Oil Pdo/Pgi - Medium Fruity	Società Cooperativa Agricola C.A.B.	IT
The Best Extra Virgin Olive Oil Pdo/Pgi - Intense Fruity	Monva	ES
Award The Importer of the Year	Tun Seng Loo - Fissler China	CN
Award The Restaurant of the Year	Ristoranti Le Silpo e Positano	UA
Special Award Cristina Tiliacos	FAO - Food and Agriculture Organization of the United Nation (GIAHS - Globally Important Agricultural Heritage Systems)	