



## **FOR IMMEDIATE RELEASE**

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### **ENTRIES NOW BEING ACCEPTED FOR BIG FRESNO FAIR'S ANNUAL SAN JOAQUIN VALLEY OLIVE OIL COMPETITION** *Olive oil producers throughout California can enter; deadline is February 26, 2016*

**FRESNO, CALIFORNIA, January 22, 2016...**After a remarkably successful first year with 52 entries, The Big Fresno Fair is proud to announce the 2nd Annual San Joaquin Valley Olive Oil Competition (SJVOOC). The competition is open to all olive oil producers in the State of California with olive oil made from the most recent olive harvest. Entries are now being accepted; deadline to enter is February 26, 2016.

“Showcasing the quality and variety of top-notch olive oil producers found throughout California has been an incredible addition to our competitive exhibits at The Big Fresno Fair,” said Stacy Rianda, Deputy Manager at The Big Fresno Fair. “We were very happy with last year’s participation and feedback on the competition. This year we look forward to even more entries and the opportunity to yet again, showcase the olive oil industry to our more than 600,000 Fairgoers in October.”

There are two classes for entries: Extra Virgin Olive Oil and Flavored Olive Oil. Competition categories in the Extra Virgin Olive Oil class include: Spanish Blends (arbequina, arbosana, etc.); Spanish Singles; Italian Blends (ascolano, etc.); Italian Singles; Other Blends (picholine, barouni, etc.); Other Singles. Competition categories in the Flavored Olive Oil Class include: Citrus; Herbal (rosemary; basil, etc.); and Other Flavors (chile, jalapeno, garlic, etc.).

Awards will be given out for Gold and Silver medals in each category, as well as one overall “Best of Show” in both the EVOO category and the Flavored Oil category. Judging will be evaluated and scored as follows:

- **Gold Medal:** Awarded to an olive oil that demonstrates its type and/or varietal character, balance, structure and complexities to the highest standards. Gold Medals will be awarded to those oils receiving scores between 86 – 100 points.
- **Silver Medal:** Awarded to an olive oil reflecting the correct distribution of balance and character of its type or variety; an oil deemed to be well crafted and of excellent quality. Silver Medals will be awarded to those oils receiving scores between 76- 85 points.
- **Best of Show:** Awarded to an olive oil recognized to possess special characteristics of the highest quality overall.

Producers may submit multiple entries under one category but may not submit a particular entry to more than one category. All entries must be available for commercial sale at the time of submittal. Entries are due by February 26, 2016 by 4:30 p.m. Judging will be held on March 8, 2016. Judges are all members of the California Olive Oil Council Taste Panel, including internationally-trained panelists some with 15+ years of experience. Winners will be announced on March 17, 2016 by 5:00 p.m.

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Gold Medal and Best of Show winners will have the opportunity to have a booth in the Wells Fargo Agricultural Building on both Saturdays and Sundays during the 2016 Big Fresno Fair where they can taste, display and sell their award-winning product. Additionally, educational information will be set up so that Fairgoers can learn more about the art of making olive oil, its health benefits, recipes and more.

Each submission must include an entry form, at least two 250 ml bottles of the olive oil with retail labels attached and a \$60 non-refundable fee per entry. Entries can be dropped off at The Big Fresno Fair Administration Office or can be shipped to SJVOOC – The Big Fresno Fair, 1121 S. Chance Ave. Fresno, CA 93702 no later than 4:30 p.m. on February 26, 2016. Any entry delivered by mail, freight or express must be prepaid. The Administration Office is open Monday through Friday from 8 a.m. to 4:30 p.m. for drop offs.

The Inaugural San Joaquin Olive Oil Competition last year yielded 52 entries from throughout California. Below is a list of the Gold Medal Winners and Best of Show. For a complete 2015 winners list, go to: <http://www.fresnofair.com/sjv-olive-oil-competition>

### **Extra Virgin Olive Oils**

- Gold Medal Winners
  - Italian Blends: Bozzano Olive Ranch's *A2 Italian Blend* (Stockton)
  - Spanish Singles: The Olive Press' *Picual* (Sonoma)
  - Tuscan Blends: Winter Creek Olive Oil's *Ruscello D'Inverno* (Winter Creek)

### **Flavored Olive Oils**

- Gold Medal Winners
  - Citrus:
    - Calolea Olive Oil's *Meyer Lemon* (Marysville)
    - The Olive Press' *Limonata* (Sonoma)
  - Herbal:
    - Coldani Olive Ranch's *Calivirgin Oregano* (Lodi)
  - Other Flavors:
    - Coldani Olive Ranch's *Calivirgin Jalapeno Garlic* (Lodi)
    - Coldani Olive Ranch's *Calivirgin Serrano* (Lodi),
    - Coldani Olive Ranch's *Calivirgin Hot Jalapeno* (Lodi)
    - Enzo Olive Oil Company's *Garlic* (Clovis)
    - The Olive Press' *Jalapeno* (Sonoma)

### **Best Of Show**

- Bozzano Olive Ranch's *A2 Italian Blend* (Stockton)
- Calolea Olive Oil's *Meyer Lemon* (Marysville)

For more information about the new San Joaquin Valley Olive Oil Competition (SJVOOC), including downloadable entry forms and deadlines, please visit [www.fresnofair.com/sjv-olive-oil-competition](http://www.fresnofair.com/sjv-olive-oil-competition), email questions to [srianda@fresnofair.com](mailto:srianda@fresnofair.com) or call The Big Fresno Fair office at (559) 650-FAIR.



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**About The Big Fresno Fair:**

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the state of California and represents the 21st District Agricultural Association. More than 600,000 people from throughout the State visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Leta Ciavaglia, President; Debbie Jacobsen, Vice President; Jerry Pacheco, Secretary/Treasurer; Elizabeth Hudson; Linda Mae Balakian Hunsucker; Larry Serpa; Ricky Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2015 Big Fresno Fair will run October 7 – 18. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).



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