



FOR IMMEDIATE RELEASE

CONTACT: Danielle Griffin
Office: (559) 650-3229/ Cell: (559) 994-3133

ENTRIES NOW BEING ACCEPTED TO THIRD ANNUAL BIG FRESNO FAIR SAN JOAQUIN VALLEY OLIVE OIL COMPETITION

All olive oil producers throughout California are eligible; deadline is March 24, 2017

FRESNO, CALIFORNIA, January 23, 2017...The third annual San Joaquin Valley Olive Oil Competition (SJVOOC) is now accepting entries from all olive oil producers in the State of California. To qualify for the opportunity to showcase their flavorful products, olive oil must be made from the most recent olive harvest; deadline to enter is March 24, 2017.

“Giving olive oil producers within California the opportunity and place to showcase their quality products has had a tremendous response,” said Stacy Rianda, Deputy Manager at The Big Fresno Fair. “After a very successful first two years, we look forward to drawing even more producers from even more corners of California.”

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 Extra Virgin Olive Oil 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 entry. Entries are due by March 24, 2017 by 4:30 p.m. Judging will be held on April 4, 2017 and winners will be announced on April 13, 2017 by 5:00 p.m.

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com





Gold Medal and Best of Show winners will have the opportunity to have a booth in the Wells Fargo Agricultural Building on one day during a weekend of the 2017 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 March 24, 2017. 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.

Last year, 61 entries from all throughout California were received. Below is a list of the Gold Medal Winners and Best of Show. For a complete 2016 winners list, go to: <https://www.fresnofair.com/sjv-olive-oil-competition>.

Extra Virgin Olive Oils – Gold Medal Winners

- Spanish Blends
 - Enzo Olive Oil Company's Tyler Florence Test Kitchen EVOO (Clovis)
 - Rosenthal Olive Ranch's Arbosana (Madera)
- Spanish Singles
 - Coldani Olive Ranch's Calivirgin Premium EVOO (Lodi)
 - Calolea Olive Ranch's Calolea Mission (Marysville)
 - The Olive Press' Picual (Sonoma)
- Italian Blends
 - Winter Creek Olive Oil's Winter Creek Olive Oil (Winter Creek)
 - Winter Creek Olive Oil's Ruscello d'Inverno (Winter Creek)
 - Coldani Olive Ranch's Lodi Olive Growers Blend (Lodi)
 - The Olive Press' Italian Blend (Sonoma)
 - Coppetti Olive Oil's Harvest Blend (Modesto)
 - Bava Family Grove's Bava Monticelli Estate Napa Valley (Escalon)
 - San Miguel Olive Farm's Tuscan Nectar of the Gods (San Miguel)
 - San Miguel Olive Farm's Tuscan Gold (San Miguel)
- Italian Singles
 - Coldani Olive Ranch's Lodi Olive Oil Ascolano (Lodi)
- Other Blends
 - Bozzano Olive Ranch's A2 (Stockton)

Flavored Olive Oils – Gold Medal Winners

- Citrus
 - The Olive Press' Lime (Sonoma)
 - The Olive Press' Limonata (Sonoma)
- Herbal
 - Coldani Olive Ranch's Calivirgin Bountiful Basil (Lodi)
- Other Flavors
 - Coldani Olive Ranch's Calivirgin Jalapeno Garlic (Lodi)
 - Coldani Olive Ranch's Calivirgin Extreme Heat Serrano (Lodi)

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com





Best Of Show

- The Olive Press' *Picual* (Sonoma)
- Coldani Olive Ranch's *Calivirgin Bountiful Basil* (Lodi)

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, email questions to srianda@fresnofair.com or call The Big Fresno Fair office at (559) 650-FAIR.

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: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia, Linda Mae Balakian Hunsucker, Elizabeth Hudson, Ricky Vang, Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2017 Big Fresno Fair will run October 4 – 15. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com

