



## **FOR IMMEDIATE RELEASE**

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**FOURTH ANNUAL BIG FRESNO FAIR SAN JOAQUIN VALLEY  
OLIVE OIL COMPETITION NOW UNDERWAY**  
*All California olive oil producers eligible to participate; deadline is April 13, 2018*

**FRESNO, CALIFORNIA, March 1, 2018.**...The fourth annual San Joaquin Valley Olive Oil Competition (SJVOOC) is now accepting Extra Virgin Olive Oil and Flavored Olive Oil entries from all producers in the State of California, which includes a brand new Pepper category for flavored olive oils. To qualify for the opportunity to showcase flavorful products, olive oil must be made from producers' most recent olive harvest. Deadline for entries is April 13, 2018.

“The overwhelming response we continue to have year after year from olive oil producers from all over California has been amazing,” said Stacy Rianda, Deputy Manager at The Big Fresno Fair. “We are excited about the new dedicated category added for flavored olive oils and what new discoveries that might bring in, as well as continuing to get even more olive oil companies involved in this competition.”

Participating producers must enter their harvest into one of two different classes: 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 (garlic, truffle etc.). Due to its increased popularity within past participants, the SJVOOC has also added a new category in the Flavored Olive Oil Class: Pepper (chile, jalapeno, habanero, 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. Only gold medal winners are eligible to compete for Best of Show in their division.

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 April 13, 2018 by 4:30 p.m. Judging will be held on April 24, 2018 and winners will be announced on May 2, 2018 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 one day during a weekend of the 2018 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 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. Each entry must also contain a third party chemical analysis in order to verify extra virgin status. 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 April 13, 2018. 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, 69 entries from all throughout California were received. Below is a list of the Gold Medal Winners and Best of Show. For a complete 2017 winners list, go to: <https://www.fresnofair.com/sjv-olive-oil-competition>.

### **Best Of Show**

- Organic Roots Olive Oil's *Organic Roots Koroneiki* (Maxwell)
- Calivirgin – Coldani Olive Ranch's *Calivirgin Hot Virgin Jalapeno* (Lodi)

### **Extra Virgin Olive Oils – Gold Medal Winners**

- Spanish Blends
  - Corto Olive Co.'s *Corto Olive Company Olive Oil* (Lodi)
  - La Panza Ranch's *Outlaw Blend* (Santa Margarita)
  - Kimberley Wine Vinegars' *Kimberley California Olive Oil* (Acampo)
- Spanish Singles
  - The Mill at Kings River's *The Mill* (Sanger)
  - ENZO Olive Oil Company's *Delicate Ranch 20* (Clovis)
  - The Olive Press' *Empeltre EVOO* (Sonoma)
  - The Olive Press' *Sevillano EVOO* (Sonoma)
  - Organic Roots Olive Oil's *Arbosana* (Maxwell)
- Italian Blends
  - Alta Cresta Olive Oil's *Italian Blend* (Paso Robles)
  - The Olive Press' *Italian Blend* (Sonoma)
  - Scarlata Farms Olive Oil's *Tuscan Blend Reserve* (Tracy)
  - San Miguel Olive Farm's *Tuscan Gold Nectar* (San Miguel)
  - San Miguel Olive Farm's *Tuscan Gold/Pristine* (San Miguel)
- Italian Singles
  - Bozzano Olive Ranch's *Bosana Organic* (Stockton)
  - Calivirgin – Coldani Olive Ranch's *Lodi Olive Oil Early Harvest Ascolano* (Lodi)
- Other Blends
  - Mangini Ranch Olive Oil Company's *Mangini Ranch* (Wallace)
- Other Singles
  - Organic Roots Olive Oil's *Koroneiki* (Maxwell)

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### Flavored Olive Oils – Gold Medal Winners

- Citrus
  - Enzo Olive Oil Company's *Clementine Crush* (Clovis)
  - The Olive Press' *Limonato* (Sonoma)
- Herbal
  - Calivirgin – Coldani Olive Ranch's *Calivirgin Bountiful Basil Olive Oil* (Lodi)
- Other Flavors
  - ENZO Olive Oil Company's *Fresno Chili Crush* (Clovis)
  - Calivirgin - Coldani Olive Ranch's *Calivirgin Hot Virgin Jalapeno* (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](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.

### **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; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2018 Big Fresno Fair will run October 3-14.



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