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BIG FRESNO FAIR ANNOUNCES WINNERS OF 2nd ANNUAL SAN JOAQUIN VALLEY OLIVE OIL COMPETITION

A total of 61 entries were received from olive oil producers throughout California

FRESNO, CALIFORNIA, March 17, 2016...After extensive judging taking place in Pleasanton, California at the Alameda County Fairgrounds, The Big Fresno Fair is excited to reveal the winners of the 2nd Annual San Joaquin Valley Olive Oil Competition (SJVOOC). This competition, open to all olive oil producers in the State of California with products made from their most recent olive harvest, received a total of 61 entries from 18 different olive oil producers from throughout the State – this is 9 more entries than last year.

Entries were received in two classes, Extra Virgin Olive Oil and Flavored Olive Oil, with 9 subcategories in total. Gold and Silver Medals were awarded, as well as an overall “Best of Show” selected from all of the gold medal entries received in the EVOO and Flavored Oil categories. In total there were 39 EVOO and 22 Flavored Olive Oil entries that were judged by a panel comprised of 7 judges from the California Olive Oil Council Taste Panel on March 8 in Pleasanton, California. The winners of the 2nd annual San Joaquin Valley Olive Oil Competition are:

Best of Show

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

Extra Virgin Olive Oils

- Gold Medal Winners
 - Spanish Blends: Enzo Olive Oil Company’s *Tyler Florence Test Kitchen EVOO* (Clovis) and Rosenthal Olive Ranch’s *Arbosana* (Madera)
 - Spanish Singles: Coldani Olive Ranch’s *Calivirgin Premium EVOO* (Lodi), Calolea Olive Ranch’s *Calolea Mission* (Marysville) and 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) and 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)
- Silver Medal Winners
 - Spanish Blends: Fandango Olive Oil’s *Fiesta* (Paso Robles)
 - Spanish Singles: The Olive Press’ *Arbosana* (Sonoma), The Olive Press’ *Arbequina* (Sonoma), The Olive Press’ *Sevillano* (Sonoma), Fandango Olive Oil’s *Elegante* (Paso)

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Robles), Enzo Olive Oil Company's *Delicate Ranch 11* (Clovis) and Coppetti Olive Oil's *Fall Harvest* (Modesto)

- Italian Blends: Frog Hollow Farm's *Frog Hollow Farm Organic EVOO* (Brentwood), Bozzano Olive Ranch's *Toscana Organic* (Stockton), San Miguel Olive Farm's *Tuscan Pristine* (San Miguel) and La Ferme Soleil's *La Ferme Soleil* (San Francisco)
- Italian Singles: Coldani Olive Ranch's *Lodi Olive Oil Frantoio EVOO* (Lodi) and Alta Cresta Olive Oil's *Alta Cresta Premium Coratina* (Paso Robles)
- Other Blends: Rancho Azul y Oro's *Estate Blend* (San Miguel) and Rosenthal Olive Ranch's *Koroneiki* (Madera)
- Other Singles: Enzo Olive Oil Company's *Bold Ranch 11* (Clovis) and The Olive Press' *Mission EVOO* (Sonoma)

Flavored Olive Oils

- Gold Medal Winners
 - Citrus: The Olive Press' *Lime* (Sonoma) and The Olive Press' *Limonata* (Sonoma)
 - Herbal: Coldani Olive Ranch's *Calivirgin Bountiful Basil* (Lodi)
 - Other Flavors: Coldani Olive Ranch's *Calivirgin Jalapeno Garlic* (Lodi) and Coldani Olive Ranch's *Calivirgin Extreme Heat Serrano* (Lodi)
- Silver Medal Winners
 - Citrus: Calolea Olive Ranch's *Meyer Lemon* (Marysville), Coldani Olive Ranch's *Calivirgin Lusty Lemon* (Lodi), The Olive Press' *Clementine* (Sonoma) and Rancho Azul y Oro's *Estate Blend Orange* (San Miguel)
 - Herbal: Coldani Olive Ranch's *Calivirgin Rustic Rosemary* (Lodi) and Coldani Olive Ranch's *Calivirgin Oh! Oregano* (Lodi)
 - Other Flavors: The Olive Press' *Jalapeno* (Sonoma) and Coldani Olive Ranch's *Calivirgin Hot Virgin Jalapeno* (Lodi)

“We were very pleased with the amount of entries for last year’s San Joaquin Valley Olive Oil Competition and we are very excited that this year we have surpassed last year’s entry totals,” said Stacy Rianda, Deputy Manager II at The Big Fresno Fair. “Competitions like this are important as they not only showcase California’s great products, but instill in all of us a sense of pride as we are reminded of all of the wonderful resources our State as a whole and the various communities have to offer.”

Participating producers had the opportunity to submit multiple entries under one category but could not submit a particular entry to more than one category. For each entry, producers had to submit two, 250 ml bottles of their olive oil with retail labels and a \$60 non-refundable fee, per entry. Additionally, each entry had to be available for commercial sale at the time of submittal. Submissions were accepted starting mid-January through February 26. Judging was done by members of the California Olive Oil Council Taste Panel, including internationally-trained panelists some with 15+ years of experience and were evaluated and scored on the following criteria:

- **Gold Medal:** Awarded to an olive oil that demonstrated its type and/or varietal character, balance, structure and complexities to the highest standards. Gold Medals were 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 were awarded to those oils receiving scores between 76 - 85 points.

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- **Best of Show:** Awarded to an olive oil recognized to possess special characteristics of the highest quality overall.

Gold Medal and Best of Show winners will have the opportunity to have a booth one day in the Wells Fargo Agriculture Building on any Saturday or Sunday during the 2016 Big Fresno Fair, which runs October 5 – 16, 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.

Planning is already underway for the 2017 SJVOOC, which will be held April 4. Please check back in November for more information at www.fresnofair.com/sjv-olive-oil-competition.

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 2016 Big Fresno Fair will run October 5 – 16. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.



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