

**London IHOOC 2021- HEALTH CLAIM OLIVE OIL AWARDS**  
**REGULATION OF COMPETITION**

*International extra virgin olive oil competition*

1. The company Confexpo Ltd announces the Health Claim London IOOC 2021, which will award the following distinctions:

- a) PLATINIUM Awards 2021, extra virgin olive oil (for the rates from 95,5 until 100)
- b) GOLD Awards 2021, extra virgin olive oil (for the rates from 85,5 until 95)
- c) SILVER Awards 2021, extra virgin olive oil (for the rates from 75,5 until 85)
- d) BRONZE Awards 2021, extra virgin olive oil (for the rates from 65 until 75)

2. The purpose of the competition is:

a) To highlight and reward olive oils combining proper organoleptic characteristics and high content of health-protecting phenols according to the European regulation of the health claim

b) To inform olive-growers, oil producers, oil-pressers, processors and retailers, who distribute their standardized products legally, to preserve and to ameliorate the quality of their branded product by promoting high quality olive oil in every aspect of the spectrum of its use and consumption.

c) Promoting knowledge on the special value and the healthy/nutritional properties of olive oil, a staple of the Mediterranean diet, to new and younger consumers (schools), to professional pastry chefs, artisans, with emphasis to gastronomy & culinary art schools and to restaurants in Greece and abroad.

3. Eligible to participate are varieties of high quality extra virgin oil of any type, from any oil-producing country in the world, with a production of at least **500 kilos per type** are those allowed to participate in the competition "London IOOC 2021". The necessary condition for the participation is the correct drafting and presentation of the nomination within the suggested time-frame. The **only** olive oils allowed to participate in the competition are standardized olive oils that are legally sold in retail stores.

4. Up to the deadline referred to in point 6, individual producers, traders, packagers and cooperatives who wish to take part in the competition must present types of extra virgin olive oil, together with correspondingly filled in participation forms. It is the participant's own responsibility to arrange for the samples to be delivered at the Secretariat of the competition, within the time-frame determined in article 6.

Each type/packaging of olive oil participating in the competition must be accompanied by the following documents:

a) The **participation form**, fully and correctly filled in, typed or handwritten with clear and legible capital letters. (Any illegible form or with wrong information will not be considered as valid).

b) For each type/packaging of olive oil participating in the competition there should be **four (4) glass bottles of 750ml (or 500ml), sealed and regularly labeled** sent.

c) **Chemical analysis** certificate of content in free fatty acids (acidity %), peroxide value, K232 nm, K270 or 268 nm, & D-K, proving its classification (in detail), by a laboratory.

d) Copy of proof of payment for the participation in the competition (participation fee is **250 Euros/participation**). All the above must be attached in a separate sealed file that must be delivered along with the rest of the participant's details. (In order to facilitate the participation and in order to avoid any delay, it is advised to send copies of the required documents in advance via email at: [info@londonoliveoil.com](mailto:info@londonoliveoil.com)) Any participation not in accordance with the regulations of the competition will be excluded.

5. The organization committee is not responsible for any participation submitted after the deadline for the presentation of the participation forms, for total or partial loss of participation materials during transport, chemical/natural or organoleptic spoiling of the samples due to temperature changes or bottle breaking (or any other problem) during the transport. Courier or any other expenses relative to the transport are charged to the participant or the companies. From the moment of the delivery of the samples to the secretariat of the competition and following the presentation of the samples to the selection committee of the competition, it is upon the organizing committee's responsibility to maintain the samples' order and complete integrity.

6. The presentation and the selection of the olive oils for the participation in the competition will be carried out using samples based on the harvesting period (oil production period 2020-2021). The presentation of the participation forms deadline is **30/04/2021** and olive oil samples' deadline is **30/04/2021 at 5.00 pm**

**SEND THE SAMPLES TO:**

Ambrosia Quality (London Olive oil Awards)  
22 Bull Lane, Tottenham, London N18 1RA-UK  
Tel: 0044 208 359 1388 (Delivery time 9:00-17:00)

7. The olive oil samples that will participate in the competition will be submitted anonymously and properly coded for a blind examination that will be consisted of two parts, the chemical and the organoleptic.

8. The first part is a specialized chemical analysis that will measure the levels of the major phenols under Regulation 432/2012 on the olive oil health claim. The following phenols will be measured: oleocanthal, oleacein, oleuropein aglycon

(monoaldehyde and dialdehyde forms), ligstroside aglycon (monoaldehyde and dialdehyde forms) using NMR spectroscopy by the method published in J. Agric. Food Chem. 2012, 60 (47), pp 11696-11703 and J. Agric. Food Chem., 2014, 62 (3), 600-607 and OLIVAE, 2015, 122, 22-33.

The sum of the phenolic ingredients will give a grade in a 0-100 scale and will be the 70% of the total final grade.

9. The chemical analysis will be done under the supervision of the head of the chemical committee by selected scientists with extensive experience in the olive oil analysis in a specialized laboratory which has all the necessary infrastructure.

The rating scale is configured in such a way that oil with phenolic content 500 mg / Kg will receive 65 points in Centigrade of the chemical part of the evaluation. This criterion is chosen because it ensures that the oils which potentially will be rewarded if they meet and the appropriate rating of sensory evaluation, will meet the health claim criteria for 12 months after the award under proper storage conditions (\* according to studies of the organizing committee). The 100 points in Centigrade will be attributed to samples that will show phenolic content > 1500 mg / Kg

10 The second part of the evaluation concerns the organoleptic tasting by a committee, which consists of a head-taster president and the tasters-judges, members of the organoleptic committee. The Committee will be using a suitable evaluation form, based on that of the Mario Solinas competition organised every year by the International Olive Council, rating each sample with a separate and final total grade, on a 0-100 scale that will be the 30% of the final total grade. Depending on the total number of samples to be evaluated, the head of the team may break up the committee into subgroups and appoint one coordinator for each sub-group.

11. The Coordinating Committee of the organoleptic part consists of groups that organise the competition and is led by the president or a representative who will appoint the president of the organoleptic committee, who in turn will choose and cooperate with the members of the organoleptic committee. In respect of the composition of the committee, decisions are final and irrevocable. The participation of a member who has any relation whatsoever - as an employee or otherwise - with the companies participating in the competition is forbidden.

12. The olive oils will be evaluated organoleptically in a dedicated room of the competition venue. The anonymous olive oils taking part will be presented gradually in random order to the organoleptic committee, which will work in closed sessions according to a method and the use of a special evaluation form, as described in point 7, in order to evaluate the organoleptic profile of the olive oils. As already mentioned the judging committee will consist of the president of the panel (a person with knowledge and long experience in the organoleptic tasting and quality control of virgin olive oil) as well as experienced olive oil tasters, trained according to national and international standards.

13. Each sample's rating regarding the organoleptic part will be calculated based on the numeric rating given by the members of the selection committee. A representative of the Organization/ Coordinating Committee will supervise the official works of the organoleptic panel and will ensure that the proceedings are carried out in a smooth and unimpeachable way. In order to preserve the status of the participating processors/companies, the individual ratings of all the samples will not be published. 14. The final total score (TS) will be calculated by adding the chemical evaluation score (CES) and the score of the organoleptic assessment (OAS) in accordance with the following:  $TS = CES * 0.7 + 0.3 * OAS$ . The oils that will show organoleptic defects will be disqualified regardless of the score in the chemical evaluation.

15. The participants in the competition may request access to the respective rating of samples presented at the Secretariat of the competition or at the organization.

16. The companies awarded during the competition in each category, will have the right to advertise their distinction to the public.

17. All participants will be notified in due time by the secretariat of the competition for the date of the distinction awarding ceremony.

18. The results of the awards will be published in the newspapers as well as promoted via news releases and media announcements. The Secretariat of the competition will carry out the publication and promotion to the media of the results of London IHOOC 2021 via broadcasting radio and television channels, with the aim of making public and promoting the awarded companies but also the institution.

The organizing Competition

The organization committee of the Competition