



Sorrento Golden Mermaid Award



City of Sorrento



City of Kumano

## 2018 SORRENTO GOLDEN MERMAID AWARD

### Abstract - Rules and conditions for participation of Japanese olive oils firms

2018 SORRENTO GOLDEN MERMAID AWARD is promoted by the City of Sorrento with the cooperation of Coldiretti Campania Association and includes different events. It is a National Italian Award (known as "Premio Sirena d'Oro") referred to Extra Virgin Olive Oil bearing PDO Label ( Protected Designation of Origin), PGI Label ( Indication of Geographic Protection ) and BIO Label (Organic Farming ).It is also a place to debate the topics of sustainable agriculture. 2018 is the 16th edition of the Award.

**The 2018 Golden Mermaid Award has the following general purposes :**

1. To award the best Italian extra virgin olive oils bearing PDO Label, PGI Label and BIO Label.
2. **To create a meeting to discuss International Olive Oils high quality productions and establish a special award for Japanese olive oils.**
3. To promote and enhance the value of Italian extra virgin olive oils bearing PDO Label, PGI Label and BIO Label in domestic and foreign markets as well as to encourage Knowledge of consumers.
4. To Enhance professionalism in the field of sensory analysis of extra virgin olive oils, the full implementation of EU regulations (reg.EC 2568/91 and later modifications ) and of the International Olive Council (IOC/t. 20/Doc. Various) governing the topic, in order to protect consumers.
5. To make aware the operators of the olive oil production chain they need improving the rating of extra virgin olive oil as well as refining marketing in international competitive areas.
6. To relate extra virgin olive oils to healthy dieting & to make well known all advantages to consumers.
7. To contribute improving awareness of producers to increase batches of extra virgin olive oils bearing PDO Label, PGI Label and BIO Label.

**ORGANIZING COMMITTEE** : The City of Sorrento and "Coldiretti Campania" organization.

**EXECUTIVE COMMITTEE** : Oleum Association, GAL Protected Land , Aprol Campania Association, Unaprol, Feder DOP OLIO in addition to the city of Sorrento and Coldiretti Campania.

**PANEL LEADER -PANEL** : The Executive Committee appoints the panel leader of the professional testers, recognized experts.

The professional testers, recognized experts will be the Judging panel.

Professional testers will use a score system following International Olive Council method .  
**ANONYMITY** in the selection process will be guaranteed .

### **CONTROLL OF SELECTION PROCESS**

The General Secretary of the City of Sorrento , the chair of Executive Committee and panel Leader will control the selection process to be regular. They will sign the minutes of the selection process up to the ranking list .

Further checks are also in the rights of Executive Committee also ex post.

**CHAIR OF EXECUTIVE COMMITTEE** : Mr. Tullio Esposito

**FEE.** To enter the contest a participation fee of €50 is required for each kind of oil registered by the Italian firms.

**No fee is requested for Japanese olive oils firms**, according to sister cities agreements signed between the City of Sorrento and the city of Kumano to promote exchanges between Italy Japan.

**SAMPLES.** Each Japanese contestant will have to provide at least three (3) separate samples of each olive oil that such contestant enters into the competition, with packaging size of 250 ML or bigger. The General Rules and Regulations point out 4 samples of each olive oil that such contestant enters into the competition, with packaging size of 500 ML or bigger, but the different quantity of samples and size for Japanese firms was established by the Chair of Executive Committee .

### **DECLARATION accompanying shipments.**

All **sample shipments** to Sorrento Golden Mermaids Award must be clearly declared as "**SAMPLE, NO COMMERCIAL VALUE, NOT FOR SALE**" in the applicable commercial invoices and pro-forma invoices and the packing list attached with the samples.

**SHIPPING** : Samples must be shipped door to door, delivery duty paid. Contestants are responsible for packing their samples in such a way as to prevent breakage during transit. The Sorrento Golden Mermaids Award will not be liable to any contestant for any loss or damage to any sample.

The Sorrento Golden Mermaids Award is not responsible for any customs charges. Shipping costs are not refundable.

The Sorrento Golden Mermaids Award will not be responsible for any customs charges or ensuring compliance with any laws, rules, or regulations related to shipping goods in international commerce. Participants will bear the risk of loss of any samples in transit, and they shall be solely responsible for ensuring that samples are received by the Sorrento Golden Mermaids Award. Shipping costs will not be refunded under any circumstances. All the same The Sorrento Golden Mermaids Award will use reasonable efforts to confirm receipt of samples from participants.

### **SHIPPING ADDRESS** for the Sorrento Golden Mermaids Award

The Samples must be shipped to the following address :

**Ufficio Sirena d'Oro di Sorrento**  
**c/o Palazzo dei Giudici di Pace,**  
**Via degli Aranci 27**  
**80067 Sorrento (NA) Italia**

**Other main topics included in this Rules and Regulations and updates approved on 31st January 2018.**

0) Presentation Press conference at Chamber of Commerce in Naples ( date to fix )

1) Start date for sending application form : 5th February 2018

2) **Deadline for firms to send the application form: 12th March 2018** (Upon submitting the entry form , each contestant will receive an email containing an entry confirmation )  
Also an importer or exporter of Japanese olive oil can participate the competition but of course they need to declare the groves location in Japan and place of transformation and bottling.

3) **Deadline for firms for shipping the samples: 16th March 2018 (18th March 2018 for Japanese olive oils firms** as a resolution of the Chair of Executive Committee) .Upon receiving samples a mail will be sent to contestants.

4) **SORRENTO: Examinations & classifications of the oils with testing methods according to EU Rules and International Olive Council take place in the period 20-21-22-23-24<sup>th</sup> March 2018 in Sorrento. All oils, including the Japanese oils, will undergo several stages of judging to determine the winners and the prizes of the FIRST CATEGORY AWARDS called "MERIT MENTIONS".**

5) **The 2018 Awards form 3 groups (A,B,C):**

**A) 2018 Absolute Italian Awards :**

- Sorrento Golden Mermaid Award for Extra Virgin Olive Oil bearing PDO Label ( Protected Designation of Origin ) and PGI Label (Indication of Geographic Protection ) .( Gold , Silver and Bronze Award ),
- Sorrento Golden Mermaid Award for Extra Virgin Olive Oil bearing BIO label ( Organic Farming) .( Gold , Silver and Bronze Award ) .

**B) 2018 Special Awards :**

- **Sorrento Golden Mermaid Award for oils from Japan : the best Extra Virgin Olive Oil from Japan and the best Extra Virgin Olive Oil with JAS certificate from Japan.**
- Sorrento Golden Mermaid Award for Tuscany Region for the best Extra Virgin Olive Oil bearing PGI Label (Indication of Geographic Protection ) from Tuscany Region
- Sorrento Golden Mermaid Award for Campania Region for the best Extra Virgin Olive Oil bearing PGI Label (Indication of Geographic Protection ) from Campania Region, the best Extra Virgin Olive Oil bearing PDO Label ( Protected Designation of Origin ) from Campania Region and the best Extra Virgin Olive Oil bearing BIO label ( Organic Farming), from Campania Region.

**C) 2018 Sorrento Golden Mermaid Award "MERIT MENTIONS - FIRST CATEGORY AWARDS "**

**Eligible: All oils ( Italian and Japanese ) that will receive a selection score not lower than 84 over 100.**

6) **Rome : Press conference and proclamation of winners will take place at the Press Room of Chamber of Deputy in Rome : date to fix in agreement with the Secretary General of the Chamber of Deputies ( possibly or 27 or 28 march 2018 )**

7) **Sorrento : Sorrento Meets Producers and Buyers : event on 6th April 2018.**

8) Sorrento: Learn pruning of an olive grove in Sorrento : on 6th April 2018 instructions , on 8th April 2018 performance competition.

9) Sorrento: Oleum Association meets the public and tourists. Restaurants and Pizzerias will use the extra virgin olive oils of 2018 Sorrento Competition for special menu in the framework of the Italian Year of Food : taking place in the period 6-7-8 April 2018.

10) Sorrento City Hall : open refresher course for sector professional journalists managed by the Italian Association of journalists : 7 April 2018, morning.

11) Sorrento City Hall : Award Ceremony and Conference titled "2018 the Year of Italian Food : culture, production, economy, marketing and trends" "Sorrento Meeting with Japanese culture and Japanese oils " : 7 April 2018, afternoon, from 4,30 pm - 7,30 pm ( after at 8 pm there will take place a special Reception for Italian and Japanese participants).

12) JAPANESE CULTURAL ORGANIZATIONS, INSTITUTIONS and/or INDIVIDUALS may ask to [international@comune.sorrento.na.it](mailto:international@comune.sorrento.na.it) to present EVENTS highlighting Japanese culture during the period 6-7-8 April 2018.

*Post Scriptum* : For further details you can email [international@comune.sorrento.na.it](mailto:international@comune.sorrento.na.it)