



ITALIAN CHAMBER OF
COMMERCE IN JAPAN
在日イタリア商工会議所



JOOP Japan Olive Oil Prize 2016

Award Ceremony: Tokyo, June 9th, 2016

The **Italian Chamber of Commerce in Japan (ICCJ)** is glad to present the fourth edition of the **JOOP (Japan Olive Oil Prize) Contest**, that will be held in Tokyo on **June 2016**.

The **Contest** aims to promote **extra virgin olive oils of all origins** in Japan. This is achieved through implementing the constant efforts of olive oil producers to improve the quality of their products, and promoting them toward public and private institutions, trade-distribution channels and direct consumers.

Any Extra Virgin Olive Oil produced in 2015 is eligible, granted a batch of at least 1.000 Kg of the submitted olive oil has been produced and that the application form is correctly submitted within the deadline, set on **May 16th, 2016**.

Product samples are required to be received no later than June 3rd, 2016.

To enter the contest a discounted participation fee of **€150 (¥20.000)** is required for each kind of olive oil (to be paid **within March 31st**).

After this deadline, the participation fee will be €170 (¥23.000).

The olive oil samples, carefully kept at a fixed temperature of 15-16°C to retain their integrity, will be divided into the following **three categories**:

- Delicate** (light fragrance, lightly bitter and pungent);
- Medium** (medium fragrance, medium bitter and pungent);
- Strong** (strong fragrance, medium to strongly bitter and pungent).

The Jury is composed by an international panel of eight certified sensorial analysis judges, supervised by the panel leader Dr. Marzia Migliorini (Head of the Research, Chemical Laboratory, Florence Chamber of Commerce).

The **"JOOP" Prize** will consist of:

- **Trophy** (1st, 2nd and 3rd for each category);
- **Stickers** for the product's packaging "Winner of JOOP Japan Olive Oil Prize 2016" (1st, 2nd and 3rd for each category);
- **Certification** for prize winners (1st, 2nd and 3rd for each category);
- **Excellence certificate** for olive oils with distinctive organoleptic and sensory qualities;
- For the 1st place, participation at the trade show ACCI Gusto;
- For the 1st place, **promotion event** in a famous department store in Tokyo;
- For the 1st place, **article** in a specialized magazine.

The announcement of the winners and the **award ceremony will take place in Tokyo** on June 9th, 2016, in front of the public, media and experts.



Official Website:

<http://jooprize.com/>

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Partner Event

