



# NORTH AMERICAN OLIVE OIL ASSOCIATION

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## FOR IMMEDIATE RELEASE

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## **Third North American Extra Virgin Olive Oil Tasters Challenge to be held in Chicago on July 20**

Neptune, N.J. (June 8, 2017) -- The third annual Extra Virgin Olive Oil Tasters Challenge will be held in conjunction with the Olive Oil Conference in Chicago on July 20<sup>th</sup>.

The Challenge is one of a series of similar national competitions worldwide orchestrated by Extra Virgin Olive Oil Savantes. In addition to celebrating the best tasters in North America, the tasting skills test used in The Challenge gives tasters an international benchmark of their tasting ability. For those that have participated in the Challenge in the past, their improvement is registered.

There is also the opportunity to become recognized as a Savante or Associate Savante if the required scores are achieved. Today there are 2 Savantes and 55 Associate Savantes worldwide.

Savantes recognition has led to career advancement for many in Europe and the USA. For more information on the Savantes Register go to [www.savantes.org](http://www.savantes.org).

The organizers thank this year's generous conference supporters for making the event possible – Olive Oils from Spain, Deoleo North America (Bertolli), Filippo Berio, JCS Tradecom (Zoe) and Sovena USA.

### **About the North American Olive Oil Association**

Established in 1989, the North American Olive Oil Association is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. The association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information visit [www.AboutOliveOil.org](http://www.AboutOliveOil.org) and [www.OliveOilConference.com](http://www.OliveOilConference.com).

### **About International Extra Virgin Olive Oil Savantes**

Established in 2001, International Extra Virgin Olive Oil Savantes provides participants with the opportunity to develop and expand their tasting skills, knowledge and experience. The program presents training courses, events and promotes excellence in extra virgin olive oil, with participants from Europe, Africa, Asia, Oceania and North America. For more information visit [www.Savantes.org](http://www.Savantes.org).

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