

BEV IV



beyond extra virgin

An International
Conference
on Olive Oil Flavor
and Excellence

Verona, Palazzo Giusti,
September 20-22, 2010

BEV IV

Three keywords

Tre parole chiave

The conference Beyond Extra Virgin IV proposes to the olive oil world three ideas, which at the same time are three projects and three cultural challenges:

Singularity

To producers, we propose a goal of excellence as defined by the 3E model, and by a search for a unique sensory style that aims to represent biodiversity and become tradition.

Variety

To Chefs we propose a goal of excellence defined as a search for combinations of olive oils of different sensory profiles together with various foods, to create new dishes and new sensory experiences.

Connectivity

To the producers of 3E Super-Premium Selection olive oils and to the Chefs who use them, we propose an international network of 3E associates through which to share their commitment to excellence.

La conferenza Beyond Extra Virgin IV propone al mondo degli oli di oliva di grande qualità tre idee che sono anche tre progetti e tre sfide culturali:

Unicità

Ai produttori proponiamo un obiettivo di eccellenza basato sul modello 3E e sulla ricerca di uno stile sensoriale individuale ed unico con l'ambizione di rappresentare al meglio la biodiversità dell'olivo e uno stile, una "tradizione".

Varietà

Agli Chef proponiamo un obiettivo di eccellenza basato sulla ricerca di combinazioni degli oli di oliva che hanno diversi profili e stili sensoriali con diversi alimenti per creare nuovi piatti e stimolare esperienze sensoriali nuove.

Collaborazione

Ai produttori e agli Chef proponiamo di entrare in un network internazionale per condividere gli obiettivi e l'impegno per l'eccellenza.

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September

Conference Schedule

Monday, 20th

2:30^{pm} **Check-in and welcome of participants**

4:00^{pm} **General session - Opening of the Conference**

Greetings of the Authorities

Association 3E, The Veneto Region, UC Davis Olive Center,
The Culinary Institute of America, The Academy of Georgofili

4:30^{pm}

Opening Presentation

The Super-Premium Olive Oil Experience: Developing a Culture of Flavor Discovery

Presenter: **Greg Drescher** (Culinary Institute of America, CIA,
Napa Valley)

Culinary Demonstration/Tasting

Bitterness, Fruitness and Pungency: Animating Great Olive Oils on the Palate

Presenter: **Bill Briwa** (CIA, Napa Valley)

5:30^{pm}

Welcome cocktail party

6:30^{pm}

Welcome Concert

The Music of Sensory Notes: Amaro, Fruttato, Piccante

Musicians: **Luca di Volo** (composer, conductor,
poly-instrumentalist, Florence)
Eleonora Tassinari (poly-instrumentalist, Florence)
Gloria Merani (violin, Florence)
Emanuele Parrini (violin, viola, Florence)
Filippo Burchietti (cello, Florence)
Nicola Vernuccio (double-bass, Florence)

8:30^{pm}

End of the day's program

Tuesday, 21th

9:00^{am}

General session I - Sensory Science and Olive Oil Excellence

Chairperson: **Franco Scaramuzzi** (President of the Academy of Georgofili, Florence)

Presentation and discussion:

The Untapped World of Olive Oil Sensory Properties: diversity, measurement and communication

Presenter: **Jean Xavier Guinard** (UC Davis, California)

Presentation and discussion:

From Sensory Characteristics to Sensory Functionality of Super-Premium Olive Oil

Presenter: **Erminio Monteleone** (University of Florence)

10:30^{am}

General Session II - Rediscovering Olive Oil in the 21st Century

Speaker: **Harold McGee** (Food Writer, San Francisco)

11:00^{am}

Coffee break

11:30^{am}

General Session III - Round Table on Sensory Excellence and the Language Problem

Chairperson: **Alexandra Devarenne** (Association 3E, California)

Panelists: **Erminio Monteleone** (University of Florence)
Jean Xavier Guinard (UC Davis, California)
Nancy Harmon Jenkins (Food Writer, Cortona, Italy, and Camden, Maine)
Harold McGee (Food Writer, San Francisco)
Rosa Vañó (Castillo de Canena, Andalusia)
Aris Kefalogiannis (Gaea Products S.A., Greece)
Greg Drescher (CIA, Napa Valley)
Paolo Pasquali (Oleoteca Villa Campestri, Florence)
Tom Mueller (Journalist, Liguria, Italy)

1:00^{pm}

Lunch offered by Region Apulia featuring tasting stations with a variety of food and olive oil pairings and **Flavors of Apulia** presented by **Renato Morisco** (Chef, Villa Morisco, Bari).
Guido Guidi catering service

2:30^{pm}

General Session IV - Genetics and Agronomy: the Biological Determinants of the Sensory Profile

Chairperson: **Dan Flynn** (UC Davis Olive Center)

Presentation and discussion:

Olive Genetic Resources: a Legacy of Diversity for Virgin Olive Oil

Presenter: **Luis Rallo Romero** (University of Cordoba)

Presentation and discussion:

A New World Perspective in Selecting Cultivars for Oil Sensory Quality

Presenter: **Paul Vossen** (UC Cooperative Extension, California)

Presentation and discussion:

Sicily: A Paradigm of the Link Between Varietal Biodiversity and Olive Oil Sensory Peculiarities

Presenter: **Tiziano Caruso** (University of Palermo)

Presentation and discussion:

Managing the Critical Points of Sensory Quality in the Agronomic Process

Presenter: **Paolo Inglese** (University of Palermo)

4:30^{pm}

Coffee break

5:00^{pm}

General Session V - The Milling-Storage-Bottling Process: technological Determinants of the Sensory Profile

Chairperson: **Claudio Peri** (Association 3E, Milano)

Presentation

Control of Pungency and Bitterness in the Processing of Virgin Olive Oil

Presenter: **Maurizio Servili** (University of Perugia)

Presentation

A Big Leap from Insignificance to Excellence through Technological Innovation: The Pantelleria case

Presenter: **Lamberto Baccioni** (Agrivision, Florence)

Presentation

Control of Bitterness: The Successful Case of Coratina

Presenter: **Alessandro Leone** (University of Foggia)

Presentation

The Influence of the Ripening Process in the Sensory Profile of Olive Oil

Presenter: **Brígida Jiménez Herrera** (IFAPA de Cabra, Córdoba)

Presentation

The Fragility of Unusual Flavor Notes: The Case of the “Citrus” Flavor in a Grignano Super-Premium Olive Oil

Presenter: **Massimo Ferasin and Benedetto Ruperti** (University of Padua)

6:30^{pm}

End of the day's program

8:00^{pm}

Official Dinner and Flavors of Veneto presented by **Domenico Longo** (Chef, Casa Coste, Treviso).
Guido Guidi catering service

Wednesday, 22th

9:00^{am}

**General Session VI / Tasting
Super-Premium Olive Oil and the Culinary Arts: Strategies
for Delighting the Customer**

Chairperson: **Greg Drescher** (CIA, Napa Valley)

Introductory Presentation:

**Approaches to Leveraging the Entire Sensory Matrix
of Super-Premium Olive Oil in Menu Development,
Cooking and Presentation**

Olive Oil Excellence on a Plate: Variations on a Theme

**a. Culinary and Customer Insights from the
Villa Campestri Pioneering Experience**

Presenters: **Paolo Pasquali** (Oleoteca Villa Campestri,
Florence)
Roberto Zanieri (Oleoteca Villa Campestri,
Florence)

**b. The Chef, the Customer and the Olive Oil: Balancing
Concerns about Complexity and “Completeness”**

Presenter: **Bill Briwa** (CIA, Napa Valley)

Panel Discussion

Panelists: **Nancy Harmon Jenkins** (Food Writer, Cortona,
Italy, and Camden, Maine)
Erminio Monteleone (University of Florence)
Alexandra Devarenne (Association 3E, California)
Harold McGee (Food Writer, San Francisco)
Paul Bartolotta (Chef, Las Vegas)

10:30^{am}

Coffee break

11:00^{am}

**General Session VII - FBP (Fruitiness, Bitterness, Pungency)
on the American Table: Transforming Taste**

Speaker: **Nancy Harmon Jenkins** (Food Writer, Cortona,
Italy, and Camden, Maine)

11:30^{am}

**General Session VIII/Tasting
Tapas, Meze and Antipasti: Olive Oil Diversity
and the Spirit of Flavor Adventure**

Chairperson: **Nancy Harmon Jenkins** (Food Writer, Cortona,
Italy, and Camden, Maine)

Presenters: **María José San Román** (Chef, Alicante)
Paul Bartolotta (Chef, Las Vegas)
Christoforos Peskias (Chef, Athens)

Discussant: **Rosa Vañó** (Castillo de Canena, Andalusia)

1:00^{pm}

Lunch offered by Region Sicily featuring tasting stations with
a variety of food and olive oil pairings and **Flavors of Sicily**
presented by **Giuseppe Giuffrè** (Chef Peppe Giuffrè, the “Peppe
Giuffrè srl”, Trapani).

Guido Guidi catering service

2:30^{pm}

**General Session IX/Tasting
Seafood, Produce and Super-Premium Olive Oil:
Leveraging Flavor in the Healthy Mediterranean Diet**

Chairperson/

Presenter: **Bill Briwa** (CIA)

Presenters: **María José San Román** (Chef, Alicante)
Paul Bartolotta (Chef, Las Vegas)
Christoforos Peskias (Chef, Athens)

Discussant: **Aris Kefalogiannis** (Gaea Products S.A., Greece)

3:45^{pm}

**General session X/Tasting
Chocolate, Sweets and Super-Premium Olive Oil:
Unexpected Pleasure**

Chairperson/

Presenter: **Bill Briwa** (CIA, Napa Valley)

Panel Discussion

Panelists: **Nancy Harmon Jenkins** (Food Writer, Cortona,
Italy, and Camden, Maine)
Jean Xavier Guinard (UC Davis, California)
María José San Román (Chef, Alicante)
Paul Bartolotta (Chef, Las Vegas)
Christoforos Peskias (Chef, Athens)
Roberto Zanieri (Chef, Oleoteca Villa Campestri,
Florence)

4:15^{pm}

Coffee Break

4:45^{pm}

Forum:

**Beyond the Noise and Confusion: Growing the Culture of
Super-Premium Olive Oil Among Chefs, Their Customers
and Home Cooks**

Chairperson: **Greg Drescher** (CIA, Napa Valley)

Panelists: **Dan Flynn** (UC Davis Olive Center)
María José San Román (Chef, Alicante)
Paul Bartolotta (Chef, Las Vegas)
Christoforos Peskias (Chef, Athens)
Nancy Harmon Jenkins (Food Writer, Cortona,
Italy, and Camden, Maine)
Erminio Monteleone (University of Florence)
Alexandra Devarenne (Association 3E California)
Harold McGee (Food Writer, San Francisco)
Bill Briwa (CIA, Napa Valley)
Jean Xavier Guinard (UC Davis, California)
Paolo Pasquali (Oleoteca Villa Campestri, Florence)
Tom Mueller (Journalist, Liguria, Italy)

5:30^{pm}

Final Thoughts by Claudio Peri (Association 3E, Milano)
**The Learning Environment: Enhancing our Approaches to
Continual Improvement**

5:45^{pm}

Presentation of Spain’s candidature for BEV V

Presenter: **Pedro Barato Triguero** (President of Olive Oil
from Spain Interprofesional Organization)

6:00^{pm}

Farewell Party

6:45^{pm}

End of the Conference

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Presenters



Association 3E is a non-profit organization; it aims to foster the culture and commercial success of excellence in extra virgin olive oils produced by member companies in compliance with its certification rules and in agreement with the three founding principles of Ethics, Excellence and Economics.

www.super-premium-olive-oil.com



The Culinary Institute of America (The CIA) is an independent, not-for-profit college offering bachelor's and associate degrees in the culinary arts. A network of more than 37000 alumni in foodservice and hospitality have helped the CIA earn its reputation as the world's premier culinary college.

www.ciachef.edu



The UC Davis Olive Center is the only academic center of its kind in North America. The center's goals are to enhance the quality and economic viability of California olive oil and table olives through education and research, as well as foster a global exchange of information and ideas.

www.oliveoil.ucdavis.edu



The Center for Quality Studies of the Academy of Georgofili (CeSQua) aims at developing and spreading the culture of Quality, Quality Evaluation and Quality Management in the Agricultural and Food field. It plans, coordinates and implements research and educational projects in the University and in the business world.

www.georgofili.it

With the participation of



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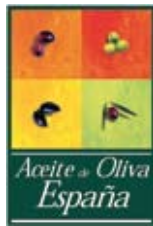
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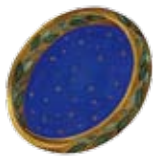


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