

OLIVE D'OR - SIAL MONTRÉAL

The most important International Olive Oil Competition in North America



Presented at the SIAL Montréal show, Olive d'Or gathered 114 varieties of olive oil from 18 countries in 2008*.

6 600 + professionals from the food retail and foodservice industries come to discover the olive oils in a dedicated area of the show.

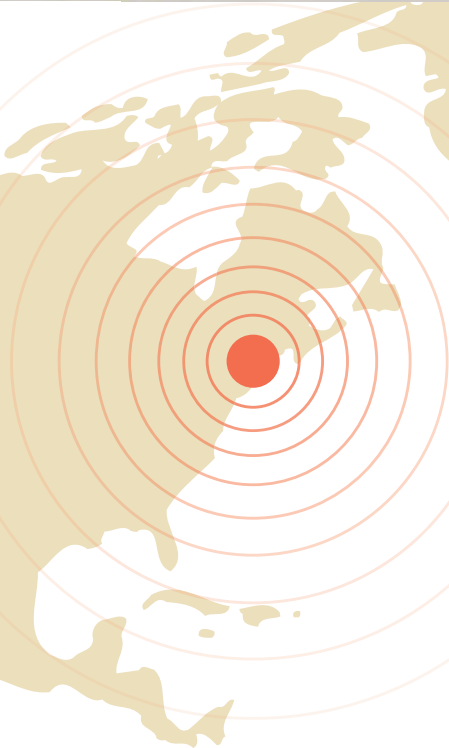
200 + journalists take interest in the producers who compete in Olive d'Or.

Seizing the North-American market's great potential

- ▶ In North-America, the consumption of olive oil is rapidly expanding. This elixir, used in every Mediterranean dish, attracts more and more consumers looking for healthy and tasty products.
- ▶ In Canada alone, the import of olive oil has doubled in 10 years with over 50 million bottles of 500 ml* consumed each year.
- ▶ The North American market represents 43.4 % of the world's olive oil imports **.

* Sondage Crop réalisé auprès de 873 visiteurs du 25 avril au 20 mai 2008.

**Source: data obtained at the 94th session of the QUIET (Madrid, Spain in November 21-24th, 2006), Campaign (Country) 2006/07



THE TOP 5 REASONS TO PARTICIPATE IN COMPETITION

- 1** Benefit from unique exposure of your products during SIAL Montréal
- 2** Measure the quality and personality of your olive oil thanks to the judgment of our Jury made-up of international experts
- 3** Test the potential of the North-American market and establish links with partners and potential distributors.
- 4** Take your chance to win at the most important international Olive Oil Competition.
- 5** Take advantage of our various promotional and communication tools

Partner:



An exhibition organized by the
comexposium
network



RATES & DETAILS
ON THE BACK

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A competition that reveals traditional know-how

Beyond the competition, Olive d'Or's first vocation consists in valuing quality olive oil. Numerous means of promotion are offered to the prize-winners to value their rewards.

The medals: an international recognition

According to the performances participating olive oils, the Jury awards three levels of rewards: "Goutte d'Or (Gold medal), "Goutte d'Argent" (Silver medal) and "Goutte de Bronze" (Bronze medal).

Placing the label of the Olive d'Or medal on a bottle offers great supplementary value to the product. The medal serves as an indicator for the consumer or for professional buyers.

Mentioning the medal within advertising is also an excellent way to value the image of an olive oil. This reward reassures and develops loyal clientele.

Finally, in a context where the competition is particularly strong, the Olive d'Or medal is a great way to stand out.

The diploma

A diploma is awarded to every producer having obtained a medal in the competition. This unique and official document proves the authenticity of the reward.

Other promotional actions in favour of the award-winners

Public relations around Olive d'Or develop over the years. In addition to this, marketing actions are led to promote the award-winners. Press releases, newsletters, partnerships ... Everything is implemented to boost the success of participating olive oils.

How the Olive d'Or competition works


How are samples classified for the tasting?

Participants register their oil in one of the following categories: "light fruit taste", "medium fruit taste" and "intense fruit taste". Oils are then tasted by the Jury according to their category.

Who are the tasters?

The Olive Oils are tasted by a Jury made-up of international experts (olive oil specialists, chefs, journalists). The Jury is chaired by Mrs. Christine Cheylan who chaired numerous international and national olive oil competitions. She is a professional consultant, trained for tasting. She is also producer and manager of an olive oil mill.

Every tasting respects the standards of the "International Olive Oil Council".



"We were very pleased with the organisation of the competition as well as with the success that our olive oil achieved on Olive d'Or 2007 and 2008. (...) The award that we achieved this year on Olive d'Or was noticed on Slovene, Austrian and German market by our costumers as well as by public media (TV and newspapers). By all means it contributed a great deal towards a better visibility of our products."

Lena Dujc - Marketing Manager
VANJA DUJC

"Taking part in the Olive d'Or competition brought us great new business opportunities, new clients and unique visibility on the market."

Carlos Carrera G. - CARTADO
EIRL

Information & Booking

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SIAL 2009
The North American Food Marketplace
montréal

APRIL 1-3, 2009

PALAIS DES CONGRÈS
DE MONTRÉAL



How to register?

2 different packages are offered to participants:

PACKAGE 1 : 210 \$CAN (taxes are included)

- ▶ Registration to the Olive d'Or 2009 competition
- ▶ Presence of your products in the Olive d'Or Area with a label indicating the name of the producer, the name of the product, the website, the tasting category and the booth number (for exhibiting participants only)
- ▶ A dedicated section in the official catalogue of the exhibition
- ▶ Identification of your company on our website www.sialmontreal.com

PACKAGE 2 : 510 \$CAN (taxes are included)

- ▶ All the advantages of **PACKAGE 1**
+
- ▶ Tasting sessions of your olive oil in the Olive d'Or area (tasting equipment is supplied and a hostess will guide the visitors in their tasting)
- ▶ We send you the contact list of all the visitors that attended the Olive d'Or area

Do you wish to exhibit at SIAL Montréal 2009?

Benefit from a unique face to face contact with key decision makers from North-America during three days. Maybe your country is represented through a national pavilion? Contact us to find-out!

Olive d'Or participants who also exhibit at SIAL Montréal will benefit from a unique exposure: identification of your booth number next to your product in Olive d'Or area and a special distinction in the list of exhibitors in the official catalogue and online.

FIND MORE INFORMATION ON OUR WEBSITE : WWW.SIALMONTREAL.COM

Also discover Olive Asia

the international olive oil competition targeting the Asian market. This competition takes place at the SIAL China show in Shanghai: www.sialchina.com

