



## **Sirena d'Oro di Sorrento 2020**

### **Application Form and guidelines**

**'Sirena d'Oro di Sorrento' 18th National contest awarded to extra virgin olive oil PDO (Protected Designation of Origin), PGI (Protected Geographic Origin) and Organic International conference with Israel, Portugal, China and Japan**

**SIRENA D'ORO DI SORRENTO 2020** is a contest, which will take place in 2020, organized by the **Town of Sorrento** together with Coldiretti Campania, featuring plenty agricultural, territorial, and above all, Extra Virgin Olive Oil themed events.

#### **Art.1 Objectives**

The **Sirena d'Oro Contest** has the following objectives:

1. To highlight, promote, acknowledge and award the best Italian productions of PDO, PGI and Organic Extra Virgin Olive Oil.
2. Measuring up with international oil productions and opening a path of cultural, scientific and friendly interactions with the host countries. In 2020 we shall focus our attention on **Portugal**, as well as confirming the participation of **Portugal, Japan and China**.
3. To promote and enhance Italian Extra Virgin Olive Oils with Protected Designation of Origin, Protected Geographical Indication and Organic Agriculture, to inform consumers about their existence and to strengthen their presence in national and international markets.
4. To support and work with the professionals in the field of sensory evaluation of Extra Virgin Olive Oils, for the full implementation of the European Union Regulations (Reg. EC 2568/91 and subsequent amendments and additions) and of the International Oil Council (COI) /T.20/Doc. Various) that safeguards the consumer.
5. To raise awareness with the entire production line for the improvement in the quality of the extra virgin olive oil and to safeguard the product image in order to launch it on the increasingly qualified international markets.
6. To introduce extra virgin olive oil in healthy nutritional diets and to disclose its benefits for the consumers' health.
7. To encourage producers to increase certified and typical productions. (Organic, PDO and PGI)





## **Art.2 Organization**

The **Organizing Committee** is made up of the **Township of Sorrento** and **Coldiretti Campania**. For the Township of Sorrento the Mayor, in person, is the coordinator and chairman of the aforesaid Committee, while the Director of Coldiretti Campania is the Vice President.

The President and the Vice President can designate delegates to represent them during the events.

The **Executive Committee** refers to the Organizing Committee formed as follows: Association Oleum, GAL Earth Protected, Aprol Association Campania, Unaprol, National Women Olive Oil Association, and also the Township of Sorrento and Coldiretti Campania.

The **Executive Committee** consists of representatives appointed by the institutions and/or associations as mentioned above (one representative for each institution or association).

The Chairman of the Executive Committee is appointed by the Municipality of Sorrento for 2020 by joint decision.

## **Art. 3 Structure and articulation of the Sirena d'Oro di Sorrento 2020**

The **Sirena d'Oro di Sorrento 2020 Contest** will take place in the town of Sorrento and it is structured as follows:

### **Sirena d'Oro di Sorrento 18th National Contest PDO, PGI and Organic Extra virgin olive oil Award**

It is a prize awarded to the extra virgin olive oils with Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Italian Organic Agriculture production (Organic).

#### **Special Award, Oil from Israel**

##### **Cultural encounter with Israel and its oil**

It is a session of the contest reserved to extra virgin olive oils and organic products produced in Israel. The special prize is awarded to Israeli oils in the context of the long lasting cultural exchange between the Township of Sorrento and Israel.

#### **Special Award, Oil from Portugal**

##### **Cultural encounter with Portugal and its oil**

It is a session of the contest reserved to extra virgin olive oils, PDO, PGI and organic products produced in Portugal. The special prize is awarded to Lusitanian oils in the context of a cultural exchange between the Township of Sorrento and Portugal.

#### **Special Award, Oil from Japan**

##### **Cultural encounter with Japan and its oil**





It is a session of the award reserved to the extra virgin olive oils and the JAS certified extra virgin olive oils produced in Japan. Japanese oil producers can participate in the Special Prize. The Special Prize is awarded to Japanese oils in the context of a long lasting cultural and friendly exchange between the Township of Sorrento and Japan.

#### **Special Prize to Chinese oil**

It is a session of the contest reserved to extra virgin olive oils produced in China. The Special Prize is awarded to Chinese oils in the context of a long lasting cultural and friendly exchange between the Township of Sorrento and China.

#### **Special Prize “Dono di Athena” (Athena’s gift)**

It is a session of the contest reserved for the best extra virgin olive oils produced by firms managed by women. Fostered by the National Women Olive Oil Association with the aim of highlighting the role women have in managing olive farms.

#### **Special Prize Campania**

It is a session of the Prize awarded to the best Campania PDO and Organic oil to enhance the best regional productions in a context of national competition.

#### **Special Press Prize**

A taste panel made up of journalists will award this prize to the best oil among the winners of the other sections.

#### **Special Prize “Gaetano Avallone”**

The prize will be awarded to the oil which will achieve the highest score.

#### **Special mentions**

Certificates bestowed to oils that, although not winning any of the categories of awards above described, have given an outstanding contribution, obtaining scores of excellence and commitment as better indicated in **art. 12**

#### **Art. 4 2020 Schedule**

Press conference presentation at Sorrento Townhall on date to be fixed:

##### **1st February – Registration Opening**

At this stage, you can enter the Sirena d'Oro di Sorrento Contest and carry out the registration fee for the competition.

##### **29<sup>th</sup> February – Registration deadline**





-From 1<sup>st</sup> February to 9<sup>th</sup> March – Enter of the oil samples participating in the competition by the Sirena d'Oro office in Sorrento.

### **March – Date and location to be fixed**

#### **Presentation of the oil of the 2 Vulcanoes**

In the course of the exchanges between Sirena d' Oro and the Region of Sicily Agricultural Association, as well as the Sicilian olive farmers, an experiment will be carried out with the production of the oils from the 2 Vulcanoes; an oil obtained from Sorrento olives and olives from Sicily. It is a pilot project for noncommercial purposes, to promote the culture of high quality products, for the sake of research and innovation in the oil field.

**28<sup>th</sup>, 29<sup>th</sup> February, 1<sup>st</sup> March**

#### **Olive grove in the Sorrentine Peninsula**

**From 10,30**

“Mastro Pontino” Competition for the best skilled olive tree pruner of the Sirena d'Oro di Sorrento 2020.

**16<sup>th</sup>,17<sup>th</sup>,18<sup>th</sup>,19<sup>th</sup>,20<sup>th</sup>,21<sup>st</sup>,22<sup>nd</sup> March - final selection of all the competing oils**

All the competing oils will be submitted to tasting by a panel of professionals known as the “tasting panel” that will evaluate and classify them according to the methods of the International Olive Oil Council (COI) and the European Union. All the competing oils, including the oils coming from the host countries, will be subjected to various assessments to establish the winners and the prizes given to the first category referred to as "**Special Mentions**".

**16<sup>th</sup>,17<sup>th</sup>,18<sup>th</sup> March - Tasso Theatre**

Tasting course extra virgin olive oil first level

**- between Tuesday 24<sup>th</sup> and Wednesday 25<sup>th</sup> March (date to be confirmed)**

#### **Rome - Press Room of the Chamber of Deputies**

Press conference and winners' announcement. The winners, the press and the experts will be notified on the date as soon as it is fixed by the Chamber of Deputies office.

**-Wednesday 25<sup>th</sup> and Thursday 26<sup>th</sup> March**

**Istituto Superiore San Paolo Sorrento**



**Oil tasting course with the aim of advancing the knowledge of the Campania oil tasting differences to the students of the Hotel Management school in Sorrento.**

**-Friday 27<sup>th</sup> March**

**Istituto Superiore San Paolo Sorrento**

“At school with Extra Virgin Olive oil” project finals

**-27<sup>th</sup> and 28<sup>th</sup> March – Work of the press jury and award ceremony**

**Friday 27<sup>th</sup> March**

**From 4p.m. – Hotel venue to be defined**

Work of the jury made up of expert journalists to award the Press Prize Sirena d’Oro 2020 in the following categories A) First prizes and B) Special prizes awarded by the jury of professional tasters.

**In the afternoon**

**Corso Italia**

Oil and typical products market stalls.

**- Saturday 28<sup>th</sup> March**

**Sorrento Townhall**

**From 10.30 a.m. - Council Chamber**

Award ceremony of the winning oils in all the categories of the contest **Sirena d’Oro di Sorrento 2020** greetings from authorities and institutional and category representatives.

**Corso Italia**

Oil and typical products market stalls.

**- Sunday 29<sup>th</sup> March**

**Corso Italia**

Oil and typical products market stalls.

#### **Art. 5 Extra Virgin Olive Oils admitted in the Sirena d'Oro contest of Sorrento**

Eligible to participate are the extra virgin olive oils produced in Italy, Israel, China, Portugal and in Japan for the following distinctions:

- A) Extra Virgin Olive Oil with Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI);**
- B) Extra virgin olive oil from organic farming (Bio)**
- C) Israeli Organic Extra Virgin Olive Oil certified Bio.**
- D) Chinese Extra Virgin Olive Oil certified Bio.**





**E) Portuguese Extra Virgin Olive Oil certified PDO, PGI and Bio**

**F) Japanese Extra Virgin Olive Oil and Extra Virgin Olive Oil certified JAS**

**Art. 6 Special Press Award, “Dono di Athena” and “Gaetano Avallone”**

**- Special Press Award**

**The tasting panel consists of expert journalists who will award this prize to the best oil among the winners of the other categories.**

**Special Prize Dono di Athena (Athena’s gift)**

**Eligible to participate are the following companies :**

**-cooperative societies and partnership with the majority of women;**

**- corporations with majority of women holders or board formed by a majority of women;**

**- sole proprietorships managed by women**

**- Special Prize “Gaetano Avallone”.**

- Participation in the contest means acceptance of the present guidelines and regulations, and the incontestable rating of the panel of experts tasters.

- The competing European oils must be accompanied by a valid document attesting their conformity and membership to category PDO, PGI or Organic (Bio) (complete compliance with chemical analysis from a certified official) for the batch submitted in the contest. To be considered virgin olive oils, the declared parameters must be within the limit imposed by the IOC, the European Union and National Legislation of membership.

- To participate in the Sirena d'Oro di Sorrento Contest the extra virgin olive oils of single or associated companies, oil mills, social and cooperative oil mills, cooperatives and producer organizations, traders and packers must have a commercial packaging and be labeled according to the law in force in the country of origin.

- Each participant must ensure the production and marketing of a homogeneous batch of at least 500 liters and must guarantee, through timely documentation verifiable by an exam and issued by competent certifying bodies, the source of the oil presented to the Sirena d’Oro di Sorrento Contest.

**Art. 7 Registration**



The companies producing the oils wishing to participate in the contest must submit by and no later than **29<sup>th</sup> February 2020** to the secretary of the contest via e-mail: [sportelloagricoltura@comune.sorrento.na.it](mailto:sportelloagricoltura@comune.sorrento.na.it) :

- 1) the scanned form, complete with stamp and signature;
- 2) receipt of payment of the registration fee;
- 3) a valid document certifying its conformity and belonging to the PDO, PGI or Organic category (in complete compliance with the official chemical analysis of the certification).

**All documents referred to in previous points must be emailed to the above address  
FORMATTED IN ONE PDF FILE**

Applications from foreign countries must be received no later than **29<sup>th</sup> February** to the following e-mail address: [international@comune.sorrento.na.it](mailto:international@comune.sorrento.na.it)

The application form must be fully and correctly filled in with clear and legible letters.

Requests to participate missing one or more of the documents referred to in points 1, 2 and 3, will not be eligible for the competition.

In case of non-admission to the contest registration fees will not be refunded.

All the participants will receive an admittance e-mail confirming registration.

#### **Art. 8 Registration fee**

Registration costs amount to **€50.00 (Euro fifty // 00) for each batch to be registered.** The registration fee must be paid at the same time as the request for registration is submitted and must be accompanied by the receipt of payment.

The aforementioned registration fee of **€50.00 for each batch of oil entering the competition**, must be paid by bank transfer to the **Cariparma** bank registered to **"Comune di Sorrento"** - IBAN **IT 95 Y 062 3040 26 00000 56706141** with reference to **"Sirena d'Oro di Sorrento - partecipazione concorso 2020"**

**The oils coming from abroad are exempt from payment fees, as special guests of the Sirena d'Oro Contest of Sorrento.**

The shipping fees for sending the oil samples shall be endorsed by the applicant.

The prizes received by participants can be used for promotional purposes without any obligation or commitment of any kind.

The Town of Sorrento, not being subject to VAT, will only on specific request, issue a receipt of payment of registration fees to the **Sirena d'Oro di Sorrento Contest 2020**. (DPR 633/72)



The Extra Virgin Olive Oils that fail to make the required payment of the registration fee will not be considered for the selection.

#### **Art. 9 Rules for participation**

The oil samples, registered in the Competition, must be received from 2<sup>nd</sup> to 9<sup>th</sup> March 2020 in **4 (four) samples** of at least **500ml** each for a total of **2000 ml**. Should you wish to send the oil in containers smaller than **500 ml**, the overall quantity needed for the competition is still **2000 ml**. Containers must be correctly labeled. A sample of every batch of the competing oil enter will be used by the Township of Sorrento for educational / promotional purposes.

Any exceptions must be expressly authorized by the President of the Executive Committee of the Sirena d'Oro di Sorrento Contest.

The bottles of Extra Virgin Olive Oil, sent and registered for the contest, must also be delivered together with documents declaring that they are samples, not for sale or of any commercial value.

The contest organizers are NOT to be held responsible for late delivery, or for the total or partial loss of samples during transport, for any chemical-physical or organoleptic alterations to the samples due to thermal excursions, any breakage or other anomalies that could occur.

Organizers are NOT responsible for any shipping charges including sanitary and customs duties.

The Township of Sorrento under no circumstances will pay extra shipping charges.

**We recommend shipping "door to door" preferably with a freight forwarder or courier and "Delivery Duty Paid".**

From the arrival of the samples to their presentation to the panel, it will be the organizers' responsibility to keep the samples in an appropriate manner and to ensure their integrity.

All the samples of oils for competition must reach the Townhall of Sorrento by

**6.00 pm on 9th March 2020 to the following and only valid shipping address of the contest:**

**Premio Sirena d'Oro di Sorrento 2019**

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

**ATTENTION: THE DELIVERY OF THE OILS IS ALLOWED ONLY FROM 9.00 AM TO 3.00 PM AT THE ADDRESS SPECIFIED IN THE LINE ABOVE.**

#### **Art. 10 Registration and anonymization of Extra Virgin Olive Oils**

After checking documents, the contest secretary will proceed with the anonymization of the samples, assigning an alphanumeric identification code to the oils participating in the contest.







The General Secretary of the Municipality of Sorrento, or his delegate, assisted by the President of the Executive Committee and the Head Juror, will ensure the fulfillment of procedures and write an official report including the final rankings and the results of the sensory analysis.

#### **Art. 11 The jury**

The Organizing Committee, together with the Executive Committee, in agreement with a competent Manager, will appoint the Head Juror, who will direct the tastings and professional tasters, who will form the panel for the Sirena d'Oro di Sorrento 2020 Contest in compliance with the IOC testing method, using a profile sheet with scores ranging from 0 to 10. The panel's work will be supported by two taste testers and a tasting room attendant, together with the Head of the Jury, the Technical Coordinator and the President of the Executive Committee, the only authorized people to have access to the sample room .

#### **Art. 12 Oil tasting**

The oils will be tasted by the tasting panel and will receive a single ranking.

The finalists will be once again anonymized, coded and submitted to the Panel to obtain a final ranking. The assessment of the tasting panel will be final and unimpeachable.

All the oils that will have obtained a minimum score of 90.00 points in the selection phase will receive a first category award called "**Special Mention**".

#### **Art. 13 Comparative analysis**

The Organizing Committee and Executive Committee reserve the right to carry out further checks, even in retrospect, aimed at verifying the winning companies. Specifically to reserve the possibility to verify, through a taste comparison that the oil, sent to the competition, is identical to that on sale with the same label in the Italian shops. The company, therefore, must indicate in the registration form the address and telephone number of stores where the above mentioned oil can be purchased for verification.

#### **Art.14 General Results**

On the occasion of the National Press Conference, at the presence of the winners, which will be held at the "Sala Stampa della Camera dei Deputati" in Rome, the names of the winners will be announced and also the "Special Mention " award.

The award ceremony will take place in Sorrento on Saturday **28th March 2020 at the Council Chamber**, to confer the "Sirene" trophy.

All the winners will be notified by e-mail on the competition's final results, while the names of the winning oils will be published on the Town of Sorrento's website and on the **Sirena d'Oro Contest of Sorrento's** website ([www.sirenadoro.org](http://www.sirenadoro.org)). These, together with the official announcement to





the press, will be the only official notice that will state the official winners of the contest and the quality of the product recognized by the official Panel **Sirena d'Oro di Sorrento 2020 Contest**.

The Township of Sorrento for promotional and advertising purposes, may request to purchase, from the winning companies, six 250ml bottles of oil, at the set price of €6.00 each; these may be used to promote and enhance olive oil culture at events held in the course of the final phases of the prize giving and/or during the year.

#### **Art.15 Awards**

The Sirena d'Oro di Sorrento award will offer three categories of prizes divided into;

- A) Premium Awards**
- B) Special Awards**
- C) Special Merits**

#### **A) Premium Awards**

The premium awards will be conferred to the Extra Virgin Olive Oils that will obtain the highest score (arithmetic average of the assessments expressed in numerical terms by panelists) in the following membership categories:

##### **- National Award for PDO and PGI Extra Virgin Olive Oil:**

- 1) Sirena d'Oro - *1st Classified National Award for PDO and PGI Extra Virgin Olive Oil - Italy*
- 2) Sirena d'Argento- *2nd Classified National Award for PDO and PGI Extra Virgin Olive Oil - Italy*
- 3) Sirena di Bronzo- *3rd Classified National Award for PDO and PGI Extra Virgin Olive Oil - Italy*

##### **- National Award for Organic Extra Virgin Olive Oil:**

- 4) Sirena d'Oro - *1st Classified National Award for Organic Extra Virgin Olive Oil - Italy*
- 5) Sirena d'Argento - *2nd Classified National Award for Organic Extra Virgin Olive Oil - Italy*
- 6) Sirena di Bronzo – *3rd Classified National Award for Organic Extra Virgin Olive Oil - Italy*

#### **B) Special Awards**

- 7) Sirena d'Oro of Sorrento - *Special Award for Best Oil Israel*
- 8) Sirena d'Oro of Sorrento - *Special Award Best Oil Portugal*
- 9) Sirena d'Oro of Sorrento - *Special Award Best Oil Japan*
- 10) Sirena d'Oro of Sorrento - *Special Award Best Oil China*
- 11) Sirena d'Oro of Sorrento - *Special Award PDO and Organic Olive Oil Campania*
- 12) Sirena d'Oro of Sorrento - *Special Award for Best Oil for the press*
- 13) Sirena d'Oro of Sorrento - *Special Award Dono di Athena*
- 14) Sirena d'Oro of Sorrento – *Special Award Gaetano Avallone*



Trophies can be collected by the winners in person or by their delegate, either during the course of the awards ceremony held in Sorrento or in the days immediately after. In alternative, if unable to collect the award in Sorrento, upon the winning company's request, awards can be shipped to the companies at the address indicated.

### **C) Special Mentions**

All the oils that will obtain a minimum score of 90.00 in the selection phase (arithmetic average of the assessments expressed in numerical terms by panelists) will be awarded with the first category prize named "Special Mention."

All the winners of the "Special Mention" prize (Sirena d'Oro di Sorrento – Premio Nazionale Olio Extravergine di Oliva PDO, PGI e BIO ) will receive a certificate stating the merits obtained.

The winners of the Premium Awards and winners of Special Awards will receive 1000 bottle collars that can be placed on the bottles customized with the 2020 award Sirena d'Oro di Sorrento according to their ranking.

### **Art.16 Clarifications**

The winning companies delegates, during the Award Ceremony will have max. 2 mins to illustrate their company and their work, even in multimedia format (videos, images, PowerPoint to give to the organizers the day of the arrival at the hotel on USB drive).

The organizers reserve the right to change dates and venues scheduled, if needed, and to modify or cancel some articles of the above mentioned regulation for technical reasons. However, all participants will be promptly notified.





**Sirena d'Oro di Sorrento 2020- XVII National Award for PDO, PGI and Organic Extra Virgin Olive Oil -International Conference with Israel, China, Portugal and Japan.**

APPLICATION FORM

Send registration form completed in block letters, with receipt of payment to:

**Premio Sirena d'Oro di Sorrento**

**Comune di Sorrento**

**E-mail:** sportelloagricoltura@comune.sorrento.na.it - International@comune.sorrento.na.it

Company

.....  
Person in Charge

.....  
Address

.....  
Phone

.....  
E-mail

Web site

.....  
Fiscal Code

VAT Number

.....  
Full name of the product

.....  
Producer

.....  
Size of the batch of oil samples for the competition as well as the name of the business and address where to purchase a bottle of oil sent to the competition

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.....

.....  
Production Area (for PDO / PGI production indicate the area)

Category:  PDO/PGI  Organic

PDO/PGI Company managed by women

BIO Company managed by women

*Please submit a registration form for each competing sample.*

Date .../.../.....

Stamp and Signature

.....

