

RAISING THE BAR ON OLIVE OIL QUALITY

VIEWS FROM DOWN UNDER

An Advanced Olive Oil Sensory Course for Growers, Processors, Chefs, Marketers, and Consumers

World-renowned olive oil experts from California, Australia and New Zealand will lead this advanced tasting course that will showcase some of the world's best-quality olive oils. The course will include discussions and tastings that will focus on :

- ❖ *Positive characteristics of extra virgin olive oil*
- ❖ *Optimizing market acceptance through blending*
- ❖ *Outstanding varietal olive oils from New Zealand*
- ❖ *Marketing strategies and lessons from Australia and New Zealand*
- ❖ *Flavor profiles of promising olive cultivars*



Do not miss this rare opportunity to learn from the best of the New World olive oil experts!

Who: Richard Gawel, Australian panel leader and olive oil consultant
Margaret Edwards, New Zealand taste panel member and olive oil producer
Paul Vossen, UC Farm Advisor and olive oil expert
Alexandra Kicenik Devarenne, California olive oil consultant and educator
Dan Flynn, Executive Director, UC Davis Olive Oil

Where: Dutton Pavillion, Shone Farm, 6225 Eastside Rd, Forestville 95436 (Santa Rosa)

When: Wednesday, May 20th, 2009, 8am to 4:30pm

Prerequisite: Attendance of a previous sensory course is advised

Price: \$285

Registration: <https://www.brownpapertickets.com/event/61347>

Contact: Nicole Sturzenberger, ndsturzenberger@ucdavis.edu



Presenters

Richard Gawel



Richard was trained in olive oil assessment both in Australia and in Europe. He is a consultant taster and blender for some of Australia's largest olive oil companies and boutique producers alike. Richard is a long time appointee as Presiding Judge of most of the major olive oil shows including the Royal Adelaide, Royal Perth, Royal Canberra and the Australian National Show, and is also one of the international judges invited to judge at the Los Angeles International. He also headed Australia's first IOC recognized export tasting panel since its inception in 1997 until 2006. Richard regularly conducts nation-wide industry seminars and workshops in basic and advanced olive oil tasting, blending, and olive oil show judging. Richard has also authored a number of scientific papers on the use and interpretation of the language used in sensory assessment, and on the consistency of expert tasters in judging situations.

Margaret Edwards



Margaret is Vice President of Olives New Zealand and the Executive Leader of the Olives New Zealand Tasting Panel for Olive Oil. As a former dietitian, she has been involved with food, food science and nutrition for most of her working life and developed a love of extra virgin olive oil during frequent trips to Mediterranean regions of Europe. She has attended numerous olive oil training courses, including International Olive Council courses for tasting panel leaders in Italy. As well as leading the tasting panel, she runs olive oil workshops, and is Chair of the Judging Panel for the Olives New Zealand National Extra Virgin Olive Oil Awards. She and her husband established Matiatia Grove, a boutique olive grove on Waiheke Island in 1992. Their grove is one of the oldest commercial groves on Waiheke Island, and is planted with classic Italian and Greek olive trees, as well as some local varieties such as J5 and Rakino.



Agenda

Wednesday May 20, 2009

- 8:00am Registration and Parking – Coffee and Treats
- 8:30 Welcome & Introduction
Dan Flynn, UC Davis Olive Center Director
- 9:00 Lecture: Beyond Defects: Recognizing the positive characters of extra virgin olive oil an Australian ‘New World’ perspective. Tasting: Olive Oil (6 oils to taste)
Richard Gawel, Inaugural Australian Panel Leader, Consultant oil blender and taster
- 9:45 BREAK
- 10:00 Lecture: Optimizing Market Acceptance Through Blending (Hands-on workshop)
Richard Gawel, Head Judge, Australian National Extra Virgin Olive Oil Show
- 11:15 BREAK
- 11:30 Lecture: Making Interesting Varietal Olive Oils in New Zealand. Tasting (6 oils)
Margaret Edwards, New Zealand Taste Panel and Olive Oil Producer
- 12:30 LUNCH
Putting it all Together: Evaluating Olive Oil in Combination with Food
Olive oil and food pairing meal (4 oils)
Alexandra Kicenik Devarenne, Olive Oil Consultant
- 2:00 Improving Sales with Lessons from Australia and New Zealand
Margaret Edwards and Richard Gawel - Dan Flynn, Moderator
- 3:00 BREAK
- 3:15 Lecture: Flavor Characteristics of Some Promising Varieties for California
Tasting: Effects of Variety, Growing Conditions, and Processing on Oil Flavor (6 oils)
Paul Vossen, UC Farm Advisor, Santa Rosa, CA
- 4:30pm ADJOURN

