



OLIO NUOVO DAYS

PART 3

16-20 january 2018

For this third edition, OLIO NUOVO DAYS has gathered an international dream cast: the best new oils in the northern hemisphere here to meet you in the capital for tastings, lectures and dinners in the presence of producers who have come specially for this event from Spain, Japan, Tunisia, Italy... ..

To talk about the new harvest which is still ongoing, we have interviewed key people in France, Tunisia, Spain and Japan.

Learn all about the current harvest through interviews with key people in the international olive-oil industry:

M.TOSHIYA TADA

PRESIDENT OF THE ASSOCIATION OF OLIVE OIL SOMMELIERS OF JAPAN

M.OLIVIER NASLES

PRESIDENT OF AFIDOL, THE INTERPROFESSIONAL OLIVE OIL ASSOCIATION

M.CHOKRI BAYOUDH

PRESIDENT OF THE ONH (NATIONAL OIL OFFICE OF TUNISIA)

M. JUAN PEÑAMIL

PRESIDENT OF THE PRESS GROUP MERCACEI & THE EVOOLEUM GUIDE OF THE 100 BEST OILS IN THE WORLD

OLIO NUOVO DAYS is the first international event that establishes a direct link between olive oil producers, Chefs and the general public.

In the past three years, the aim of this project in the capital of gastronomy has been to promote the very best in olive oil.

New olive oil is a pure fruit juice with a taste that is peerless, more intense, as well as virtues which are at their maximum values soon after harvest.

Olive oil is a very popular product - diets high in polyunsaturated fatty acids*, shortage of butter - and at the same time it is not really well known. Store brands have entire walls of olive oil on their shelves, but there is no explanation for the consumer. OLIO NUOVO DAYS is developing an educational and gastronomic activity for everyone by reaching out to consumers, both Chefs and the general public, with free tastings, conferences, workshops and themed dinners.

This year we will be honoring two women Chefs. They will be coming from (very) far away to prepare a four-hands dinner for the event:

Maria Jose San Roman from the 1 star Monastrell in Alicante, with Antoine Heerah from the Chamarré Montmartre.

Perola Polilo from Sao Paulo, the only Chef in the world who is both a wine and an olive oil sommelier. She will be working with **Alan Geaam** from the AG les Halles. Perola is coming to Paris for the new oil, since the harvest in the southern hemisphere has been over since July... Each year **OLIO NUOVO DAYS** will pay special tribute to a country. This year, **Japan** will do the honors with a presentation of 5 extra virgin olive oils. The Michelin-starred Chef of the Lucas Carton restaurant, **Julien Dumas**, has been a fan of this super premium oil from the beginning - € 300 per liter! On Thursday, January 18th, he will pay tribute to these nectars at a historic dinner: this will be the first time ever that these oils will be served on the menu of a restaurant outside of Japan.

** The main fatty acid in olive oil is monounsaturated oleic acid (55-83% of total fatty acids). This acid makes it more resistant to heat than other oils that are rich in polyunsaturated fatty acids such as oils from seeds. This feature means that this oil can be used in processes involving high temperatures without reducing its beneficial effects.*





M. TOSHIYA TADA

PRÉSIDENT DE L'ASSOCIATION DES SOMMELIERS D'HUILE D'OLIVE DU JAPON

OLIO NUOVO DAYS 2018 HONORING JAPAN

Japan is the fourth importer of olive oil in the world, at 55,000 tons a year, after the United States (305,500 tons), the European Union (157,000 tons) and Brazil (60,000 tons).

Hence the importance of an organization such as the "OSAJ" (The Olive Oil Sommelier Association of Japan) whose purpose is to select the best olive oils for our contest.

The olive oil market in Japan can be broken down as follows:

- Domestic consumption: 37,000 tons (60%)
- Secondary food services, cosmetics and skincare: 26,000 tons (40%)

Our 2017 production is good. With an average of 50,000 tons per year, we produce the equivalent of what is produced in France!

Japanese olive oil comes from the island of SHŌDOSHIMA, which means mother island, dubbed the olive island: not only do they produce olive oil there, but also olive beef or Sanuki Wagyu, raised on olive pulp, as unique as Kobe beef, as well as olive soda.

This year our production will be 3,600 tons. We have 10,000 trees on 170 hectares. We mainly produce varieties that are resistant to humidity, because Japanese climate constraints are different from those of conventional climates. The first trees were planted 100 years ago. The most common varieties are the Mission, Nevadillo Blanco, Manzanilo and Lucca. Harvesting is done by hand, no machines are used! This makes Japanese olive oil a true luxury product, with 99% of our production of extra virgin quality.

On January 18th, 2018: Dinner at 8 pm at the **Lucas Carton** restaurant. *Book your party now, there will be limited seats for this experience, a world premiere for a four-course dinner made exclusively with Japanese olive oils for OLIO NUOVO DAYS.*

Reservations mandatory for the evening:

+ 33 1 42 65 22 90 / restaurant@lucascarton.fr



Mr.OLIVIER NASLES

PRESIDENT OF AFIDOL, THE INTERPROFESSIONAL OLIVE OIL ASSOCIATION

FRANCE & TRADITIONAL FRUITY OLIVE OIL, A CULTURAL EXCEPTION?

O.N.D : Comment parler de la nouvelle récolte ?

O.N : La nouvelle récolte est très hétérogène. Certains vergers ont beaucoup souffert de la sécheresse et la récolte en a pâti (petites olives, chutes...). Toutefois, les bons rendements qui sont globalement constatés devraient permettre d'avoir une récolte avec une moyenne de 5.000 tonnes minimum.

O.N.D : *C'est donc une très bonne année comparée aux 2.700 tonnes de 2014. Pouvez-vous nous parler de la qualité et des prix ?*

O.N : Les arômes ressentis dans les premières huiles sont très variables avec des huiles très aromatiques pour certaines et des huiles très douces pour d'autres. Toutefois, à l'exception des olives mûrées qui sont automatiquement classées vierges, la récolte sera classée en vierge extra et donc de très bonne facture.

Au niveau du prix, les variations sont moins fréquentes et moins sensibles aux quantités (sauf années exceptionnelles dans un sens ou dans l'autre) que les productions espagnoles, italiennes ou autres. Cette année, les prix devraient être stables.

O.N.D : Est-ce une impression, avec la profusion de nouvelles marques premium ou est-ce que le profil de l'exploitant oléicole a changé ?

O.N : Il y a plusieurs profils très contrastés avec environ 9.500 oléiculteurs agriculteurs pour un total d'au moins 30 à 35.000 oléiculteurs :

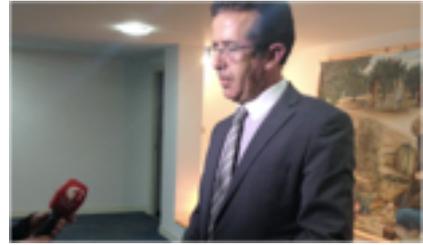
Parmi les agriculteurs : des oléiculteurs dont l'oléiculture est la culture principale ; des agriculteurs dont l'oléiculture est secondaire mais qui compte tout de même pour une part non négligeable dans leurs revenus et enfin des agriculteurs dont l'oléiculture est plutôt une passion ou un à côté

Parmi les non agriculteurs, il y a des passionnés qui peuvent avoir plusieurs centaines de pieds d'oliviers, d'autres qui ont des vergers petits à moyens (30 à 100 pieds) et enfin des personnes qui ont quelques oliviers d'ornement.

Les profils ont peu changé mais la professionnalisation s'est développée.

CONFERENCE LE FRUITE NOIR, UNE EXCEPTION FRANÇAISE ?

VENDREDI 19 janvier 2018 10h30 MAISON DE LA METROPOLE NICE COTE D'AZUR. Sur réservation contact@olio-nuovo.com



M.CHOKRI BAYOUDH

PRESIDENT OF THE ONH (NATIONAL OIL OFFICE OF TUNISIA)

TUNISIA

AND ITS REMARKABLE OILS

Tunisia or the other major olive oil country. A major player on the international scene, Tunisia has even broken records of production, achieving second place ranking two years ago. Since then, Tunisia has set ambitious targets for the coming years, namely to double both production and quality by investing in cutting edge machines that enable cold extraction. Organic production has also increased significantly.

O.N.D: What can be said about the new harvest?

C.B: Forecasts for the 2017/18 campaign are talking about some 260,000 to 280,000 tons of 80 to 90% extra virgin olive oil. Quantities will be considerable in this harvest, but prices remain high nevertheless, by alignment with prices in Italy and especially in Spain. We cannot lose sight of the fact that 80% of our production is targeted for export. The high price of olives among farmers must also be factored in.

O.N.D: Has the profile of the olive grower changed?

C.B: There are more and more producers: 309,000 producers, accounting for 65% of all farmers, with profiles that have dramatically changed in recent years, since we are seeing more and more integrated projects (from the olive tree to the bottle), as well as an increasing number of organic farms.



M. JUAN PEÑAMIL

MERCACEI PRESS GROUP & EVOOLEUM GUIDE to the 100 best oils in the world

O.N.D: What can be said about the new harvest?

J.P.: According to the International Olive Council (IOC), the European Union should bring 1,896,000 tons of olive oil to the market this year. Spain is in the lead with 1,150,000 tons, despite a 10% drop compared to the previous season, followed by Italy with 320,000 tons (+ 75%), Greece with 300,000 tons (+ 54%) and Portugal, with 110,000 tons (+ 58%). Portugal showed a record harvest thanks to new plantings in 2003 in the region of Luso, north of Lisbon. According to the Ministry of Agriculture, prices will be stable this year.

O.N.D: Spain is the world's largest producer. Is it possible to produce such quantities while maintaining quality?

J.P.: With 2,500,000 hectares, an average production of 1,400,000 tons and 1750 growers, Spain is the country of olive trees. Production techniques have been radically modernized specifically for the purpose of achieving better quality. It is important to point out that this modernization process is a real guarantee of quality, because these machines all enable cold extraction and harvesting methods which are organized so that olives are extracted within 24 hours. In this case specifically, there is a correlation between modernization and quantity, and a real gain in quality. Spain has also become a country with strong marketing requirements, and containers today reflect the contents with bottles that are increasingly popular.

**IN PARTNERSHIP WITH THE
MERCACEI GROUP
MADRID WILL BE THE SECOND
OLIO NUOVO DAYS CAPITAL IN
2019.**

OLIO NUOVO DAYS®

The best oils in the world look forward to meeting you from **16 to 20 January** next year. The complete list will be available early December on the olionuovo-days.com website. Here is a preview of the list as it stands today:

JAPAN : TOYO OLIVE, TAKAO OLIVE FARM

ITALY : LE AMANTINE, BONA FORTUNA, ASARO, GRECO

SPAIN : OMED, CASAS DE HUALDO, CASITAS DE HUALDO, HENRI MOR, NOBLEZA DEL SUR

GREECE : MAKARIA TERRA, OLI TINA, KL37/2 BY KOSTAS LIRIS

TUNISIA : OLIVKO, SEGERMES, FENDRI

FRANCE : LE CARRE DES HUILES, LES CALLIS, LES OLIVERAIES DE LA BAILLAURY

TURKEY : ÖZEM OLIVES

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Early bird glimpse of some of the conferences and workshops:

CONFERENCES:

"Bitterness, the unloved taste" at the ISCC with Christophe Lavelle.

"Fruity traditional (matured olives) - a French exception? " at the Maison de la Métropole in Nice Côte d'Azur.

Two- and four-hands dinners with the best Chefs...

Free tastings at our partners' venues, to learn about fruity oils.

Tastings with:

Cécile Le Galliard: learn more at jUSDolive.fr , **AVPA**, **Alexandra Gauquelin-Roché**.

Pastry lessons for the younger crowd, with Laura ANNAERT - mamanchef.fr and **ARNAUD LARHER**, ephemeral tarts at **BO** with Olivier Haustreaete, special breads at **PANIFICA**. And many other good things which we will announce in December.

Any questions?

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