



**PRESS CONFERENCE
INTRODUCING « OLIO
NOUVEAU » 2019**



**MASTER CLASS
CAVIAR+EVOO**



COMPETITION



**BLIND TASTING BY
CHEFS**

PRESS RELEASE



**ISMOO #2
INTERNATIONAL SCIENTIFIC
MEETING ON OLIVE OIL**



**MASTER CLASS
RITZ PARIS**



**GUSTATORY
ITINERARY**



DINERS



16 -19 january 2019

Paris, 25 september 2018

For immediate release

OLIO NUOVO DAYS IS BACK AGAIN!

Here we are: four! After three very successful events, OLIO NUOVO DAYS returns to Paris again, from 14 to 19 January 2019. New appointments, but same spirit: celebrating and promoting Extra Virgin olive oil, freshly pressed by small-volume producers from all around the world.

KNOWLEDGE LEADS TO CHOICE

OLIO NUOVO DAYS are dedicated to olive oil lovers, from the wider market to professionals. Four days long, various happenings will take place: a contest, an international scientific congress, master classes, a sensorial tasting course at the premises of our various partners and a gastronomic one at partner restaurants in Paris where chefs will propose dishes, or meals, enhancing the *green gold*. A week to meet producers, savour their production, discover, learn, understand and last but not least, stop selecting your olive oil at random.

THE HIGHLIGHTS

26 November:

What? OLIO NUOVO DAYS Press Conference.

Where? Institut Le Cordon Bleu, 13-15 Quai André Citroën, F-75015 Paris

14 January:

What? Second OLIO NUOVO DAYS contest, chaired by Meilleur Ouvrier de France (MOF) Éric Briffard, chief executive and manager of culinary arts at the *Le Cordon Bleu* institute. A jury made of experts, chefs, journalists and personalities, will select the best EVOO to replace Takao Olive Oil (Japan). Two additional trophies will be awarded: a *Design Trophy* and a *Consumer's Information Trophy*.

Where? Maison Métropole Nice Côte d'Azur 41-43 rue Saint-Dominique, F-75007 Paris

16-17-18 January:

What? Second ISMOO (International Scientific Meeting on Olive Oil) staging will bring together producers, experts and scientists for communications, conferences and debates, always keeping in mind that sustainable development, research and innovation are key points in the olive oil value chain and market.

Where? Institut des Systèmes Complexes Paris Île-de-France, 113 rue Nationale,

KEY SPEAKERS & VIP GUESTS



Prof. Francesco VISIOLI
(International)

Past Full professor and Researcher in Paris and Madrid. Now, Professor of human nutrition at the University of Padua, Italy.



Mr. Abtelltatif GHEDIRA
(International)

Executive Director of the International Olive Council (To be Confirmed).



Dr. Christophe LAVELLE
(France)

Researcher at the CNRS (France), Founder of Food LAB 2.0 and Co-founder of Olio-Nuovo-Days. Chairman of ISMOO Paris 2019



Mrs. Emmanuelle DECHELETTE
(France)

International Olive Oil Sommelier and Expert, Writer and founder of Olio-Nuovo-Days since 2015.



Mr. Konstantinos LIRIS
(Greece)

Experienced Agronomist. Founder of the IRIS like company. Panel member at the NYIOOC.



Prof. Jacques ARTAUD
(France)

Emeritus Professor, Aix-Marseille University, President of the Mediterranean Chemical Expertise Club (CECM)



Mr. Francesco SERAFINI
(Italy)

Past Head of Environmental Department in COI, International Expert in OO Value Chains Sustainability.



Prof. Juan VILAR HERNANDEZ
(Spain)

International Olive Oil Expert and Strategist, Lecturer and Writer, Director MBA Olive Oil, UNIA



Mrs. Wilma VAN GRINSVEN
(Netherland)

Co-owner and buying director of 'Oil & Vinegar' gourmet store



Phd. Pasquale MARINO
(Italy)

Botanist, Phd in Environment Sciences and in Plant Biodiversity. Chief Scientist at Bona Furtuna LLC.

F-75013 Paris

17-18 January

What? Master Class "Extra Vierge"

Day 1: Theoretical course about sensorial analysis (varieties, soils, defects), with Cécile le Galliard (jUSDolive.fr), oil graduate (Jaen University, Spain), Emmanuelle Dechelette, graduate Olive Oil Sommelier (New York International Culinary Center), and Kostas Liris, agronomist, master miller and international competition panel chef (New York, Tokyo).

Day 2: cooking class with CNRS (French National Research Center) researcher Christophe Lavelle, nutrition, risks and health (cooking with olive oil, its alchemy and olive oil pairing); William Lamagnère, pastry chef at the famous Parisian restaurant, *La Closerie des Lilas*, creator of the *Olive Oil Tatin tart* for the OLIO NUOVO DAYS in 2015; and Maria Greco Naccarato, culinary photographer and cooking teacher at the Italian Cultural Center in France, who will present a '*Chic Extra Virgin Oil Dinner*'.

Where? Ritz Paris and Ritz Escoffier, 15 place Vendôme, 75001 Paris

18 January:

What? Announcement of the OLIO NUOVO DAYS contest winners

16-17-18-19 January:

What? Testing appointment all along the OLIO NUOVO DAYS course

Where? Partner Restaurants, delicatessen and bakeries (list to follow)

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