

# JOOTA AWARDS 2021

## Tokyo International Extra Virgin Olive Oil Competition

### Rules

#### Eligible Oils and Qualifications

Eligible oils shall be those extra virgin olive oils produced in both hemispheres during the 2020/2021 harvest season which comply with International Olive Council (hereafter IOC) trade standards and are standardized to comply as such, and which are being sold legally.

The manufactures, cooperatives, importers, wholesalers, and bottling and packaging companies who can guarantee the source of their olive oil and who wish to participate in the competition will need to apply by accurately following the published entry method and submitting samples of olive oil.

#### Number of Entries and Submitted Bottles

For each participating type of olive oil, please submit the number of sealed, labeled bottles or packages of olive oil as follows:

- 500ml (or 750ml) - 3 bottles
- 250ml - 5 bottles
- 100ml - 8 bottles

#### Entry Fee

The entry fee is 25,300 yen (tax included) per item.

**Regarding payment from overseas, payment of your entry fee can be made by only Credit Card (Square system). At the time of entry, please select Credit Card for your preferred payment method on the entry form.**

For Credit Card payments, please follow the instructions in the guidance.

The final deadline date for paying the entry fee is Wednesday, the 7th of July 2021.

Your entry will become official after we've confirmed receipt of your entry fee.

Entry fees will not be refunded.

## Entry

Please register online using the entry form on this website.

Participating entries must be accurate, complete, clear and readable.

Entries with illegible or incorrect information will not be considered valid.

## Entry Period

The entry period runs from March 29, 2021 (Monday) to June 30, 2021 (Wednesday).

## Sample Mailing Methods and Deadlines

○ After completing your entry application, please send your samples to the address noted below by Wednesday, July 7, 2021. The deadline will be strictly enforced.

MATSUYA Co., Ltd. TOKYO Branch

JOOTA AWARDS Secretariat

3-2-9 Takekawa, Sumida-ku

130-0023 Tokyo

JAPAN

TEL: +81-3-6868-5356

○ For both domestic and international entrants, all fees incurred in sending in your samples, including shipping, handling, packaging and customs fees, will be the responsibility of the entrant company.

○ In the event you are sending samples internationally, please write "Sample, No Commercial Value" on the invoice.

○ The entrant company will be responsible for all aspects of shipping their samples.

The organizers take no responsibility for irregularities in customs processing/clearance procedures, or for any accidents, damage, or delay during transit.

○ In the event that samples do not arrive by the given deadline, the entry will be canceled and will not be taken into consideration or judged. In such cases, the entry fee will not be refunded.

# Judging

## Quality Award

○ On the Entry Form, entrants will select from one of the following four categories on which their samples will be judged.

- Green Delicate Fruitiness
- Green Medium Fruitiness
- Green Robust Fruitiness
- Ripe fruitiness

Furthermore, if the panel of judges deems that the oil does not fall into the categories stipulated ahead of time, the Competition Judging Committee may assign the oil to a different category.

The type of fruitiness and the intensity of the median of the fruity attribute are classified as follows.

### Green Fruitiness

Set of olfactory sensations characteristic of the oil which is reminiscent of green fruit, depends on the variety of olive and comes from green, sound, fresh olives. It is perceived directly and/or through the back of the nose.

Robust fruitiness  $m > 6$

Medium fruitiness  $3 < m < 6$

Delicate fruitiness  $< 3$

### Ripe fruitiness

Set of olfactory sensations characteristic of the oil obtained from green, sound, fresh olives, perceived directly and/or through the back of the nose and reminiscent of ripe fruit.

○ After samples are received, a lawyer for the organizers will assign each oil participating in the competition a secret code number, guaranteeing the anonymity of the samples.

○ Judging is conducted by a panel of judges made up of domestic and international tasters and panel leaders selected by the JOOTA Awards Executive Committee, using samples we ensure have been anonymized, in a blind tasting process.

An appropriate evaluation form, standardized to the Mario Solinas Quality Award hosted by the IOC, is used in judging. The jury shall then calculate the median of the total scores awarded by each member of the jury.

The minimum score for entitlement to a prize shall be 70 for the robust and medium green fruitiness categories, 65 for the delicate green fruitiness category and 60 for the ripe fruitiness category.

The winning olive oils in each category will be determined by the score they receive.

For details about each award, please see the 'Prizes/Awards' section.

The jury reserves the right to award several prizes, proportional to the number of entries received for each of the categories.

## Special Awards

Each award will be selected by the judging teams of restaurant chefs and department store buyers, luxury supermarkets buyers.

For details about each award, please see the 'Prizes/Awards' section.

**All judges' decisions are final, and objections will not be considered.**

## Prizes/Awards

### Quality Award

For each category below, Gold, Silver and Bronze Awards, as well as Excellence Awards, will be granted.

- Green Delicate Fruitiness
- Green Medium Fruitiness
- Green Robust Fruitiness
- Ripe fruitiness
- Southern Hemisphere Extra Virgin Olive Oil
- Japan Extra Virgin Olive Oil

One winning oil will be selected for each of the following awards.

- Best Single Variety Extra Virgin Olive Oil
- Best Blend Extra Virgin Olive Oil
- Best Country Extra Virgin Olive Oil (For countries with more than 5 samples)

## Special Awards

For each of the following awards, the award will be given to the oils selected by the judges.

- Chef's Award
- Department Store Buyers' Award
- Luxury Supermarkets Buyers' Award

- Japanese Cuisine Extra Virgin Olive Oil Award - Extra Virgin Olive Oil that Complements the Japanese Cuisine

## Results Announcement

Results will be posted on the JOOTA AWARDS website at the end of July 2021.

## Awards Ceremony

The award ceremony will be held in front of visitors, the media and experts at the venue in Tokyo at the end of July 2021 (scheduled).

\* We will carry out in consideration of the influence and situation of the COVID-19. It may be an online award ceremony.

## Regarding Awards and Medal Logos

Winners of gold, silver, and bronze in the various quality categories will receive commemorative medals and certificates, as well as a data file for a medal logo which may be displayed on the bottle of the winning product.

For all other awards, a certificate will be granted.

The use of the awarded medal logo sticker must comply with the specified rules, noted separately, and can only be used for the same products belonging to the same production year as the award-winning oil.

In addition, we will inform you of other benefits such as promotions at various events, sales support companies, restaurants and more, at any time.

### ■ Scheduled event example

PR / promotion of award-winning oil at the Eexhibition

FOOD STYLE Kyushu (November 10-11, 2021: Marine Messe Fukuoka)

FOOD STYLE Kansai (Spring 2022, Osaka)

## Regarding the handling of participating Oils

Regarding oils received as samples, the organizers will handle them with the utmost care and store them at the appropriate temperature until the time that they are handed over to the panel of judges.

Moreover please note that we will not return oils sent to us as samples for absolutely any reason.

## Regarding Alterations to the Rules

The organizers reserve the right to make corrections or alterations to these rules if it is deemed necessary to do so at any time.

**By participating in the competition, you agree to these rules.**