



Milan  
International  
Olive Oil  
Award

THE SELECTION  
OF THE BEST EVO  
IN THE WORLD

**NEW DATE**

**MIOOA PARTICIPATION**

**EXTENDED  
TO APRIL 20 / 2021**



[www.olioofficina.it](http://www.olioofficina.it)



# Mi Aio

2021

**Milan International Olive Oil Award**

**SECOND EDITION**

REGULATION / APPLICATION FORM / PRODUCT DATA SHEET / PRODUCER DATA SHEET

## ARTICLE 1

**MIOOA** – the acronym for the **Milan International Olive Oil Award** – is an international competition open to all olive producers, olive oil manufacturers and oil trading companies around the world. The competition was set up in order to promote quality production and at the same time boost the perception of quality among consumers and among various professional operators, whether they are buyers or restaurateurs or chefs or belong to any other categories which use the product. The goal is to recoup lost ground and highlight the many different expressions of quality that can be found in extra-virgin olive oils. The approach which the competition will be taking with olive oils will be to segment the extra-virgin olive oils by price range, so that the consumer is free to choose the most delicious extra-virgin olive oil at the price he or she feels is most suitable: quality and price, but also an area for an oil that aims for total excellence, without taking price constraints into account at all.

As such, **MIOOA** is the brainchild of blendmaster and writer **Luigi Caricato**, forming part of the **Olio Officina** cultural and editorial project.

## ARTICLE 2

All the extra virgin olive oils in competition will be subjected to a completely blind tasting by a panel of expert professional tasters from the world's oldest tasting school, **ONAOO**, based in the Ligurian city of Imperia. The **ONAOO** tasters, led by the panel leader, will carry out a pre-selection of the olive oils, thus identifying the various samples that will be admitted to the final and which will accordingly be assessed by a series of hand-picked juries selected on the basis of the groups they belong to, such as **restaurateurs, chefs, food-service buyers, retail-chain buyers, consumers, journalists, wine stewards**. The oils selected for the finals by the **ONAOO** tasting panel will in turn be divided according to their fruit intensity: **light, medium and intense**; and, if necessary, there will also be a category of oils of **ripe fruitiness**, so as to ensure that no extra virgin oil will be penalized for its specific characteristics and quality. Just as for the pre-selections, the olive oils that reach the final will also be tasted strictly blind. The names of the various jury members will only be announced once the competition has ended. The decisions of the **ONAOO** tasting panel regarding the pre-selections, as well as the decisions expressed by the juries, are to be considered as final, and no appeals may be considered.

## ARTICLE 3

The names of any extra-virgin olive oils entered at **MIOOA** that fail to pass the pre-selections by the **ONAOO** tasting panel will not be disclosed to the public. **Only selected oils will qualify for a publication dedicated to them: a Guide to the world's finest olive oils** in a bilingual Italian / English edition, which will be available as a single volume in bookshops and, as an attachment, to subscribers to **OOI International Magazine**, published by **Olio Officina** – save any further agreements that might be made in the future.

## ARTICLE 4

You may take part at **MIOOA** with one or more different reference samples. **In order to take part, please make sure to send any oil samples by the deadlines of 31 March 2021. Please send three bottles** (or other containers) for each type/reference presented in the competition, either in the **minimum format of 500 ml**, or, alternatively, in formats of **750 ml or 1000 ml**.

## ARTICLE 5

Participation in the **MIOOA** international competition is subject to a registration fee. The registration fee varies according to the number of samples submitted: **200 euros + VAT (244 euros) per sample if taking part with just one oil; 180 euros + VAT (219.60 euros) per sample if taking part with 2 or 3 oils; 150 euros + VAT (183.00 euros) per sample if taking part with 4 or more oils. No cost shall be chargeable to the MIOOA competition organization** – any customs charges, or other unforeseen costs shall be payable by the entrant.

**ARTICLE 6** Under penalty of exclusion from the competition, participation in **MIOOA** requires a minimum production of 500 litres of extra-virgin olive oil for each type/reference which you intend to enter.

**ARTICLE 7** You must declare **the price range** in which the type/reference you intend to enter into the **MIOOA** competition is marketed. This information can be entered in the **Product data sheet** attached to these Regulations.

**ARTICLE 8** In order to take part in **MIOOA**, you must fill out the **company and product details**.

**ARTICLE 9** **When taking part in MIOOA, the entrant shall take full responsibility for ensuring that the product entered into the competition belongs to that specific product category.** Consequently, a copy of the chemical / physical certificate of analysis is requested, indicating the classification of the competing olive oil and its position in the **extra-virgin olive oil category**, with specific reference to free acidity and peroxide number.

**ARTICLE 10** If necessary, **the olive oils which win the overall awards – as well as samples of the other oils that reach the final – may be subjected to a chemical and physical analysis in order to make sure that they belong fully to the category of extra-virgin olive oil.**

**ARTICLE 11** **Participating producers are invited to send the samples with the utmost care, using suitable packaging**, so as to protect the bottles from any impact and breakages during transport, as well as to protect the quality of the oils from extreme temperatures. The samples for entry in the competition must be sent strictly by the deadlines to the following address:

**Olio Officina** - via Giovanni Rasori 9 - 20145 Milan - Italy

**Delivery days:** Monday to Friday

**Opening hours:** from 8 am to 1 pm and from 2:30 pm to 6 pm

On the package, please specify **MIOOA 2021 Contest**

The administrative details required are as follows:

1. registration form duly completed and signed by the head of the participating company;
2. copy of the bank transfer for the participation fee, to cover MIOOA expenses;
3. please make the transfer payable to the following account:  
**Olio Officina Srl-Società Unipersonale**,  
via Francesco Brioschi 86 – 20141 Milan - Italy  
**Bank:** Intesa San Paolo, Milan - Italy  
**IBAN:** IT63S0306909521100000000873 **SWIFT/BIC code:** BCITITMM  
**Reason:** MIOOA 2021 Contest
4. samples from entrants who have not paid the registration fee will not be admitted to the competition;
5. three bottles, or other containers, perfectly packaged, must be submitted for each oil sample that you wish to enter into the competition.

**ARTICLE 12** In addition to the overall winners, the organizers of the **MIOOA** competition will also create a series of awards that will go much further than the classic criterion of fruit intensity alone. Indeed, **the competition aims to reward all forms of excellence, highlighting the finest productions of monovarietal and multivarietal oils, blends, extra-virgin oils from organic and sustainable agriculture, oils with a PDO or PGI designation of origin, as well as examples of excellence from individual producer countries.**

**ARTICLE 13** **The organizers of the MIOOA contest decline all responsibility for samples arriving after the deadline set out in this regulation, and decline all responsibility for total or partial loss, or for any anomalies arising due to transport-related problems. Shipping charges for the olive oil samples shall be borne totally by the olive oil producer taking part.**

Once the samples to be assessed by the Juries have been received, the utmost care will be taken by the organizers of the competition to ensure that the samples are carefully and properly preserved, so as to guarantee their maximum integrity. Entrants will receive a confirmation via e-mail certifying the receipt (and integrity) of the samples entered into the competition. No samples will be returned to the producers of any olive oils entered into the competition.

**ARTICLE 14** The names of the winners and details of the award ceremonies will be notified to all participants. **Prizes for oils will be awarded on Monday 24 May 2021 in Milan, at the fourth edition of the *Olio & Ristorazione Forum*.**

Any producers who win the overall prize or any of the special prizes wishing to use the **MIOOA** logo may specifically request permission from the competition organizers to mention the award on their packaging and/or through their own communication channels.

**ARTICLE 15** The Organizers of the **MIOOA** competition reserve the right to modify these Regulations at any time, should this become necessary. In addition to being an opportunity to **promote and popularize the culture of quality olive oil**, welcoming all producers to share this virtuous path, without preconception or prejudice, this competition is also a **social experiment**, an aspect whose dynamics will only begin to be understood once the second edition has come to a close.

For further information please write to [posta@oliofficina.com](mailto:posta@oliofficina.com)

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**application form** →

## APPLICATION FORM

Please fill out in capital letters and ensure that it is legible

### BRAND

.....

### NAME/S OF OIL/S SUBMITTED IN THE CONTEST

.....

### NAME OF THE COMPANY TO WHICH THE INVOICE IS TO BE ISSUED

.....

### DATA FOR HEADER INVOICE

ADDRESS  
.....

ZIP CODE

TOWN  
.....

COUNTY

COUNTRY  
.....

VAT NO  
.....

TEL./MOBILE

FAX  
.....

E-MAIL

WEB SITE  
.....

CONTACT PERSON  
.....

There is a quantity discount on the participation fee: 200 euros + VAT (244 euros) per sample if taking part with just one oil; 180 euros + VAT (219.60 euros) per sample if taking part with 2 or 3 oils; 150 euros + VAT (183.00 euros) per sample if taking part with 4 or more oils.

### TOTAL NUMBER OF SAMPLES PRESENTED

.....

### TOTAL PRICE €

.....

#### Payment method

In case payment is made via international wire transfer, all bank costs shall be borne by the company taking part in the contest, which shall therefore select the OUR option, the relevant fees of which are to be borne by the transferor.

#### Bank details

**Account in the name of:** Olio Officina Srl-Società Unipersonale, Via Francesco Brioschi 86 – 20141 Milan - Italy.

**Bank:** Intesa San Paolo, Milan, Italy – **IBAN:** IT63S0306909521100000000873 **SWIFT (or BIC) code:** BCITITMM

**Reason:** MIOOA 2021 Contest

**Confidentiality** Regarding confidentiality of data, we wish to inform you that to better meet your needs and provide requested services, *Olio Officina Srl-Società Unipersonale* may use your personal details (retrieved or to be retrieved, some of which you are kindly requested to provide) and that information gathered shall be stored in our database Olio Officina srl will process the personal data in accordance with the General Data Protection Regulation(EU) 2016/679 “Reg.(EU) 2016/679” and with the legislation of the country where data should be collected, if applicable..

I hereby authorize data use and treatment (Please tick the selected option)  Yes  No

Date  
.....

Signature  
.....

## PRODUCT DATA SHEET

Please fill out in capital letters and ensure that it is legible

### ESTATE BRAND

.....

### NAME OF OLIVE OIL

.....

### PRODUCT FORMATS SOLD (indicate in ml)

.....

### CULTIVARS (where possible in %)

.....

### GROWING SYSTEM

- Traditional                       Intensive                       Superintensive
- .....

### EXTRACTION METHOD

- Mills and presses                       Continuous method                       Others (please specify)
- .....

### CERTIFICATIONS (indicate certification body)

- PDO / Protected Designation of Origin                       PGI / Protected Geographical Indication
- Organic                       Other certifications (please specify)
- .....

### PRODUZIONE TOTALE IN LITRI (riferito al campione presentato in concorso)

- From 500 to 1000 litres                       From 1,000 to 5,000 litres
- From 5,000 to 10,000 litres                       From 10,000 litres upwards
- .....

### PRICE RANGE

- Up to 5 euros per litre                       Up to 8 euros per litre
- Up to 10 euros per litre                       Over 10 euros per litre
- .....

### SALES CHANNEL

- Traditional shop                       Estate shop                       HoReCa
- Online sales                       Retail chains
- .....

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I hereby authorize data use and treatment (Please tick the selected option)     Yes     No

Date, signature and stamp

.....

## PRODUCER DATA SHEET

Please fill out in capital letters and ensure that it is legible

The results of the **MIOOA - Milan International Olive Oil Award** will be published separately in a **Guide to the world's finest olive oils**. We therefore need some information from participating olive oil producers.

### IN THE CASE OF INDIVIDUALS OR FAMILY-RUN ESTATES

Name of the estate (as you would like it to be shown in the guide)

Official company name

Full name(s) of legal representative(s)

### IN THE CASE OF CO-OPERATIVES OR CONSORTIA

Name of the estate (as you would like it to be shown in the guide)

Official company name

Full name of the Head of the Co-operative or Consortium

Number of members

### IN THE CASE OF COMMERCIAL COMPANIES

Name of the estate (as you would like it to be shown in the guide)

Official company name

Name and surname of contact person, indicating his/her role

### ESTATE ADDRESS

Street address

Street number

Post Code

City/Municipality

Province

Nation

Telephone number (with international prefix)

Website

E-mail address to print in publication

### ESTATE BRANDS

Foundation year

Area under olive trees (in hectares) total

Does the estate have its own oil mill  Yes  No

Does the estate bottle its own oil  Yes  No

Number of different olive oil ranges marketed

Total number of bottles produced

**Confidentiality** Regarding confidentiality of data, we wish to inform you that to better meet your needs and provide requested services, *Olio Officina Srl-Societa Unipersonale* may use your personal details (retrieved or to be retrieved, some of which you are kindly requested to provide) and that information gathered shall be stored in our database. Olio Officina srl will process the personal data in accordance with the General Data Protection Regulation(EU) 2016/679 "Reg.(EU) 2016/679" and with the legislation of the country where data should be collected, if applicable..

I hereby authorize data use and treatment (Please tick the selected option)  Yes  No

Date, signature and stamp