



•SAVANTES•

# SAVANTES 2011 - Tasting the World's Leading Olive Oils

Seville, Spain, 16-18 March 2011

In 11 years Extra Virgin Olive Oil Savantes has held over 20 olive oil tasting programmes in many countries – Spain, Italy, United Kingdom, Australia, New Zealand and South Africa. During this time the three-day programme has evolved into one of the world's leading independent forums for assessing the commercially important attributes of extra virgin olive oil.

**Savantes informs those with a business or personal interest in olive oil on current taste and market trends around the world. This is achieved by providing:**

- ❖ The leading extra virgin olive oils from around the world for tasting.
- ❖ Tutoring and refreshment of the sensory assessment of olive oils.
- ❖ Current local and international market data and price points.
- ❖ Realistic commercial evaluation of participant's oils using the above benchmarks.
- ❖ Ideas on the culinary uses of olive oils.
- ❖ Practice in the blending of new season oils to a differentiated, marketable and profitable product.
- ❖ Opportunities for trading in olive oils required to enhance a blend or reach critical mass.
- ❖ A marketing network of accomplished tasters, chefs, distributors and food media.
- ❖ Personal development and peer recognition.
- ❖ The opportunity to be a Member of the Register of International Savantes



## Leading Presenters



**Judy Ridgway** is the author of 'The Best Olive Oil Buys Around the World' and travels the world tasting and evaluating extra virgin olive oils. She is an author, broadcaster and journalist specialising in all aspects of taste and flavour. She is an international judge and expert on olive oil and an acknowledged authority on wine, cheese, vinegar, mustard, condiments and charcuterie. She has written more than 55 books on olive oil, food and wine and is a regular contributor to a variety of trade and consumer publications. She also appears on radio and television. She is a co-founder of Savantes. Visit Judy's website at [www.oliveoil.org.uk](http://www.oliveoil.org.uk)

**Simon Field**, organiser of Savantes, is a producer of organic olives and olive oil, table olive processor and olive oil trader. He is the author of the Olive Handbook, The Extra Virgin Olive Oil Taster's Companion, The Table Olive Handbook, The Olive Oil Maker's Handbook, and The Olive and Olive Oil Marketer's Handbook. He travels extensively organising tasting and cooking programmes, and researching the production, sale and culinary uses of extra virgin olive oil.



## Register of International Savantes

During the session 'Testing Your Skills as a Taster' on day 3, participants can opt to be evaluated for Savante status and Membership of the Register of International Savantes.

The taste tests evaluate assess tasting skill and knowledge of the range of styles and flavour of extra virgin olive oils from around the world.

## Certificate of Attendance

All participants in the Savantes programme receive a Certificate of Attendance at the conclusion of the last session.

## Venue – Seville

Hotel Becquer, located in central Seville, the heart of Spanish olive country, steeped in history and capital of Andalusia, makes a perfect location for expert olive oil tasting. Famed for its tapas and a centre for olive oil and table olive processing, in Seville participants will taste the food that has made Spanish olive oil a worldwide commodity.

## Travel and accommodation

The venue with contact information in is listed below. Participants are requested to make their own arrangements for travel and accommodation at Hotel Becquer in Seville. Please ask reservations for the special rate for Savantes participants.

**Seville, Spain 16-18 March 2011**

**Hotel Becquer, 4 Reyes Catolicos, Seville. Tel (+34) 95 422 8900**

[www.hotelbecquer.com](http://www.hotelbecquer.com)

# Programme

<b>Wednesday</b>	<b>16 March</b>
9.30am-10.00am	Welcome to Savantes – Simon Field
10.00am-11.00am	<b>Olive Oil Markets around the World</b> – Simon Field <i>An update on olive oil market trends around the world</i>
11.30am-12.30pm	<b>Taste and Flavour</b> – Simon Field <i>How we taste, describe flavours and develop a taste vocabulary</i>
12.30pm-1.30pm	Lunch
1.30pm-2.30pm	<b>International Quality Standards and Defects in Olive Oil</b> – Simon Field <i>An overview of international quality specifications, grades of olive oil and detecting defects</i>
2.30pm-3.30pm	<b>How to Taste Olive Oil and Introduction to Styles</b> – Judy Ridgway <i>Introducing the main styles of extra virgin olive oil</i>
3.30pm-4.00pm	Refreshments
4.00pm-5.00pm	<b>Tasting Olive Oil for Specific Flavour Characteristics</b> – Judy Ridgway <i>Exploring the range of flavours found in extra virgin olive oils</i>
<b>Thursday</b>	<b>17 March</b>
9.00am-10.30am	Variation in Varietals – Judy Ridgway <i>Tasting extra virgin olive oils from the same variety grown in different regions round the world</i>
10.30am-11.00am	Refreshments
11.00am-11.30am	<b>Economics and Blending</b> – Simon Field <i>How blending is used to achieve particular flavours and price points</i>
11.30am-1.00pm	<b>Blending for a Market</b> - Group Work led by Judy Ridgway <i>Working in groups, participants blend an extra virgin olive oil to meet their own market brief covering style, flavour and price point. The blended oils are tasted by the class determine whether they meet the briefs</i>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<b>Traditional and New Culinary Uses of Olive Oil</b> – TBA <i>Demonstrating the many uses of extra virgin olive oils in cooking</i>
3.30pm-4.00pm	Refreshments
4.00pm-5.00pm	<b>Analysing The Varietals by Taste</b> - Group Work led by Simon Field <i>Working in groups, participants try to determine by taste the proportion of varietals in a blended extra virgin olive oil and then reproduce the blend.</i>
<b>8.30pm</b>	<b>Savantes Dinner</b>
<b>Friday</b>	<b>18 March including Refresher day for Professional Tasters</b>
9.00am-10.00am	<b>Tasting Participant's Blends from Day 2</b> – Judy Ridgway <i>The class judges how close the groups have come to reproducing the blend from the last session on Day 2</i>
10.00am- 11.00am	<b>Testing Your Skills as a Taster</b> – Simon Field <i>Introducing a series of exercises which can be done to practice and improve tasting skills – optional evaluation for status of Savante</i>
11.00am-11.30am	Refreshments
11.30am-1.00pm	<b>Tasting Olive Oils from Around the World</b> – Judy Ridgway <i>A tour of the main olive oil producing regions round the world, tasting classic extra virgin olive oils from each region</i>
1.00pm-2.00pm	Lunch
2.00pm-3.00pm	<b>Tasting International Award Winners</b> – Judy Ridgway <i>Presenting for tasting extra virgin olive oils judged to be the best from around the world</i>
3.00pm-3.30pm	<b>Judging for Quality, Competition and the Market</b> – Judy Ridgway <i>Using the different judging methods to score extra virgin olive oils for competitions</i>
3.30pm-5.00pm	<b>Tasting and Scoring Savante Participant's Own Oils</b> – Led by Judy Ridgway <i>Olive oils brought by participants are evaluated by the class</i> Presentation of Certificates for Savantes completing the Course – Simon Field

**Note:** Due to the involvement of international experts it is possible that circumstances beyond the control of the organisers will necessitate the cancellation of courses. In the event of the course being cancelled a full refund will be made. Organisers reserve the right to change the course programme and presenters. Participants will be informed of changes.

For updates on programmes and online booking visit [www.savantes.com](http://www.savantes.com)

# Bookings for Seville

- **Book online using your credit card or PayPal account at [www.savantes.com](http://www.savantes.com) or**
- **Complete this form and fax it to Savantes at +61 (0)3 8677 9040**

**The Participation Fee for Savantes entitles you to:**

- Attendance at the relevant course
- Lunch and refreshments during the course
- Comprehensive programme notes

• **To ensure personal attention to the requirements of each participant the number of bookings accepted for the Courses will be limited. Bookings close when places are filled.**

<b>All prices are in Euros €</b>	<i>If paid before 31 December 2010</i>			<i>If paid after 31 December 2010</i>		
	Fee	Number of participants	Total	Fee	Number of participants	Total
<b>Savantes Programme</b> (3 days)	€ 1195			€ 1395		
<b>Savantes Update</b> (Days 2 and 3 - Available only to those that have completed a Savantes programme)	€ 895			€ 995		
<b>Refresher Day</b> (Day 3 only - Available to experienced tasters)	€ 450			€ 500		
<b>Savantes Dinner</b> (each for participants and partners only)	€ 70			€ 70		
<b>TOTAL</b>				TT		

## Participant details

NAME: .....

COMPANY OR ORGANISATION .....

ADDRESS: .....

STATE: ..... COUNTRY: ..... POST CODE: .....

TELEPHONE..... FAX..... E-MAIL.....

If registering for Savantes Update (days 2 and 3 only) name the location and year you attended a Savantes extra virgin olive oil course..... Year..... Location .....

If registering for the Refresher Day (day 3 only) – name and location of professional tasting programme completed

Involvement in the olive industry: *(Please circle relevant activities)* Consumer    Foodservice    Buyer    Trader    Retailer    Distributor

Processor    Restaurateur    Grower    Adviser    Researcher    Teacher    Other .....

Special Meal Requirements.....

I wish to pay with the following credit card (payment through PayPal is available online):

**Please Note:**

1. **Credit Card payments will be converted to Australian Dollars at the Westpac Bank Spot Sell rate for Telegraphic Transfers on the day of the transaction. Foreign transaction fees may also be charged by the credit card.**
2. **For enquiries about direct payment into the Salsi Pty Ltd account please email [salsi@olivebusiness.com](mailto:salsi@olivebusiness.com)**

Visa     Mastercard *(Please tick appropriate box)*

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Amount €: ..... Expiry Date: ..... Cardholder Name: .....

Card verification number:.....Signature: .....Date: .....

**Cancellation policy:** The following cancellation policy applies: Up to 30 days prior to the course: 75% of the total fee refunded.  
**7-30 days prior to the course: 50% of the total fee refunded. Less than 7 days there will be no refunds.**