



# Extra Virgin Olive Oil Savantes

Seville, Spain  
7<sup>th</sup> - 9<sup>th</sup> March, 2012

•SAVANTES•

*Tasting the worlds leading extra virgin olive oils*

- Taste the wide range of styles and flavour of extra virgin olive oils from many regions around the world
- Taste international award winners from the northern and southern hemispheres
- Evaluate your own new season extra virgin olive oil by comparison
- Discuss market trends in producing and importing countries
- Explore the culinary and health selling points of extra virgin olive oil
- Make friends and expand your networks worldwide
- Practice your blending skill
- Achieve recognition of your own tasting ability and knowledge by becoming an Associate Savante or Member of the Register of Extra Virgin Olive Oil Savantes

In 12 years Extra Virgin Olive Oil Savantes has been held over 25 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 the commercially important attributes of extra virgin olive oil.

## Programme Leader

The format of Savantes has changed. While retaining the guidance given to relatively inexperienced tasters, we have recognised that more experienced tasters are participating to experience the range of oils uniquely brought together.

Therefore we have shifted the emphasis from formal presentations to moderated discussion of relevant data provided and greater participation in taste and flavour description.

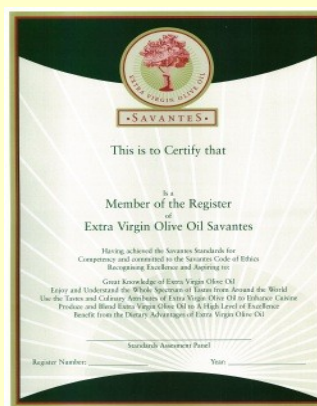
**Simon Field**, programme leader and organiser of Savantes, is a producer of organic olives and olive oil, table olive processor and olive oil trader. He is the author of the Olive Handbook, The Extra Virgin Olive Oil Taster's Companion, The Table Olive Handbook, The Olive Oil Maker's Handbook, and The Olive and Olive Oil Marketer's Handbook.

He is a market analyst, often looking at and writing about the harder issues facing the worldwide olive industry. He travels extensively organising tasting and cooking programmes, and researching the production, sale and culinary uses of extra virgin olive oil. He has a Masters degree from Cambridge University and was Executive Director of the Australian Institute of Agricultural Science for seven years, as well as editing the publication 'Agricultural Science'.

## Register of International Savantes

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

The taste tests assess tasting skill and knowledge of the range of styles and flavour of extra virgin olive oils from around the world. To achieve Associate Savante status a score of 60% is required, a score of 80% gives the participant full Savante status and Membership of the Savantes Register.



## 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 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.

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

[Comercial@hotelbecquer.com](mailto:Comercial@hotelbecquer.com)  
[www.hotelbecquer.com](http://www.hotelbecquer.com)

The internet also provides a wide range discounted flights and of hotels.



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## Programme

Wednesday	7 March
10.00am-10.15am	Welcome to Savantes – Simon Field
10.15am-11.00am	<b>Alphabet of Aroma</b> <i>Participants 'switch on' with an exercise involving the description of a range of aromas associated with extra virgin olive oils.</i>
11.00am-12.00pm	<b>Discussion on Olive Oil Markets around the World</b> <i>An update and forum on olive oil market trends around the world</i>
12.00pm-1.00pm	<b>Taste and Flavour</b> <i>Explaining the Savantes tasting format and refreshing how we taste, describe flavours and develop a taste vocabulary</i>
1.00pm-2.00pm	Lunch
2.00pm-3.00pm	<b>Discussion on International Quality Standards and Defects in Olive Oil</b> <i>An overview and update on the ever changing international and national quality specifications. Practice in tasting different grades of olive oil and detecting defects</i>
3.00pm-4.00pm	<b>Tasting the Range of Styles of Extra Virgin Olive Oil in the Market</b> <i>Introducing the main styles of extra virgin olive oil from different regions – delicate to robust</i>
4.00pm-4.30pm	Refreshments
4.30pm-5.30pm	<b>Exploring the Many Specific Flavour Characteristics of Extra Virgin Olive Oils</b> <i>Exploring the range of flavours found in extra virgin olive oils from around the world</i>
Thursday	8 March
9.30am-10.30am	<b>Variation in Varietals</b> <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> <i>How blending is used to achieve particular flavours and price points</i>
11.30am-1.00pm	<b>Blending for a Market - Group Work</b> <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>Discussion on the culinary and health selling points of extra virgin olive oil</b> <i>Comparing the physical cooking characteristics and health benefits of olive oils with other vegetable oils</i>
3.30pm-4.00pm	Refreshments
4.00pm-5.30pm	<b>Analysing The Varietals in a Blend by Taste - Group Work</b> <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>
Friday	9 March including Refresher day for Professional Tasters
9.30am-10.30am	Tasting Participants' Blends from Day 2 <i>The class judges how close the groups have come to reproducing the blend from the last session on Day 2</i>
10.30am-11.30am	<b>Testing Your Skills as a Taster</b> <i>Introducing a series of exercises which can be done to practice and improve tasting skills – optional evaluation for status of Savante</i>
11.30am-11.45am	Refreshments
11.45am-1.00pm	<b>Tasting Olive Oils from Around the World</b> <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>Judging for Competitions and Tasting International Award Winners</b> <i>Presenting for tasting extra virgin olive oils judged to be the best from around the world</i>
3.00pm-5.00pm	<b>Tasting Savante Participant's Own</b> <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)



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## Booking – Seville 2011

Book online at [www.savantes.com](http://www.savantes.com) or by completing this form and faxing it to + 61 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 programme will be limited.
- Bookings close when places are filled.

Extra Virgin Olive Oil Savantes March 7 <sup>th</sup> to 9 <sup>th</sup> 2011, Seville	For First 10 registrations (email <a href="mailto:contact@savantes.com">contact@savantes.com</a> to confirm availability)			For all registrations after the first 10 places are filled		
	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>TOTAL</b>		€	<b>TOTAL</b>		€

### Participant details

Name: ..... Company/Organisation .....

Address: ..... Telephone .....

..... Fax .....

State: ..... Post Code: ..... E-Mail .....

If registering for Savantes Update (days 2 and 3 only) please include the location and year you attended an Extra Virgin Olive Oil Savantes:  
 Course..... Year..... Location .....

If registering for the Refresher Day (day 3 only) – please include the course and location of professional tasting programme completed:  
 Course ..... Location .....

Interest or involvement in the olive or food industry: ..... Special Meal Requirements .....

I wish to pay with the following credit card: Mastercard  Visa  (Please tick appropriate box)

#### 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)

Expiry date: \_\_\_\_\_ / \_\_\_\_\_

Amount €: ..... 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.