



Participation Regulation Olive d'Or - SIAL Montréal 2008 OlivAsia – SIAL China 2008

PRODUCTS ELIGIBLE FOR THE CONTEST

Criteria:

- ⇒ extra virgin olive oils
- ⇒ less than 0.8% of oleic acid
- ⇒ be issued from a minimum homogenous lot of 3 000 litres
- ⇒ No distributor labels will be accepted

Classification, 3 categories: light fruity, medium fruity and strong fruity.

Each participant may::

- ⇒ register in one or more categories
- ⇒ not submit a single product category by the same private or cooperative mill or producer

CONTEST PHASES

Organizing committee must allocate secret codes to each oil submitted.

A pre-selection of products was carried out according to the number of samples included in each category to determine the finalists.

The selection of awards will take place according to the rules of tasting International Olive Oil Council (COI).

The international jury selected by the organizing committee will award according to taste the number of points required nine oils awards of the "Goutte d'Or", "Goutte d'argent" and "Goutte de Bronze" for each category.

The decision of the international jury is final.

The results of the contest will be announced:

- **Olive d'or:** « Gala canadien à l'exportation agroalimentaire » organized by the Groupe Export Agroalimentaire Québec-Canada under the SIAL Montréal 2008.
- **OlivAsia:** at the opening ceremony of SIAL China 2008.

GENERALES RULES

Anyone whose signature appears on an entry form will receive the results of the products submitted by email. The results of the contest are final.

The participant is responsible for the information provided on the entry form. The organizer reserves the right to verify such information by any legal mean.

Company and product information provided by contestant will be reproduced as is in information reporting elements (Web site, catalog, files, etc.). SIAL Montréal / SIAL China disclaims any responsibility for any error or omission.

All olive oils accepted in the competition in which they participate will be presented in a dedicated space:

- **Olive d'or:** During the SIAL Montreal, which is held from 23 to 25 April 2008 at the Palais des Congrès de Montréal.
- **OlivAsia:** During the SIAL China being held from 14 to 16 May 2008.

Participation in the competition Olive d'or SIAL Montréal and/or OlivAsia SIAL China 2008 includes the acceptance of the terms of these rules.

REGISTRATION TERMS

The participant must submit to the competition organizer:

- ⇒ Duly completed entry form(s)
- ⇒ Payment of registration fees for each participating product.

Any application for registration must reach:

- **Olive d'Or: Before the March, 15 2008**

To: Mme Sophie Adriansen

Objet: Olive d'Or - SIAL Montréal 2008

Email: sadriansen@sialmontreal.ca

- **OlivAsia: Befote the March, 24 2008**

To: Julien Garcia

Objet: OlivAsia - SIAL China 2008

Email: olivasia@exposium.fr

For any unpaid registration on those dates, olive oil will be automatically removed from the competition.

METHODS OF PAYMENT

Registration fees are:

- **Olive d'Or: 210\$CAN** for each submitted product and are payable to **EXPO CANADA FRANCE Inc.**, by credit card or bank transfer.
- **OlivAsia: 150€** by product presented payable to SIAL SA / SIAL CHINA by bank transfer.

Registration fees for the Olive d'or SIAL Montréal and/or OlivAsia SIAL China 2008 contest are non-refundable. Participants are fully responsible for the registration, the shipping and handling of his/her products.

PARTICIPATION TO CONTEST TERMS

Upon approval of your entry form(s), you must send us, for each product:

- ⇒ three bottles of each participating product with its own label
- ⇒ the analysis results for acidity levels and peroxide indices.

All bottles submitted must be 500 mL or 750 mL, with the exception of sizes in use in some countries, from whom 375 mL bottles will be accepted.

Transparent or tinted bottles are accepted.

Samples must be sent to the following mailing address:

- **Olive d'Or: No later than March, 30 2008**

Olive d'Or - SIAL Montréal 2008

To: Mme Sophie Adriansen

300, rue Léo-Pariseau, bureau 1100

Montréal (Québec) H2X 4A4, Canada

- **OlivAsia: No later than April, 30 2008**

OlivAsia - SIAL China 2008

SHANGHAI EXPOTRANS LTD

A l'attention de M. Michael DAI

1/F. NO. 2 LANE 460, KANGDING ROAD

200040 SHANGHAI, CHINA

IMPORTANT:

- ⇒ Once the contest is over, none of the samples can be reclaimed nor will they be returned
- ⇒ All samples must be properly packed. Organizer will not be responsible for the breakage of a bottle during shipment.