

Advanced course for OLIVE OIL SPECIALIST

*TRIAL SESSION
for Physiological Aptitude
Certificate INCLUDED*

9 to 13 October 2023

Castiglione d'Orcia (SI) Tuscany-Italy





INTRODUCTION

An advanced technical-practical course to acquire the know-how, tools and transversal skills useful in the various areas of the Olive Oil sector and in the management of educational activities for the training of sector trainers

The following topics will be covered during the course:

- From the field to the mill, from the olive to the oil;
- Sensory memorization techniques;
- EVOO Marketing & Markets;
- Identity and Credibility; Importers, Resellers, Restaurants and Consumers;
- Ethics, Education and Training; learn to teach;
- Proficiency tests:

A Highly specialized course for olive oil professionals only

COURSE CONTENT

WHO IS IT FOR:

The course is aimed at experts, professionals and enthusiasts who have already participated in training courses for

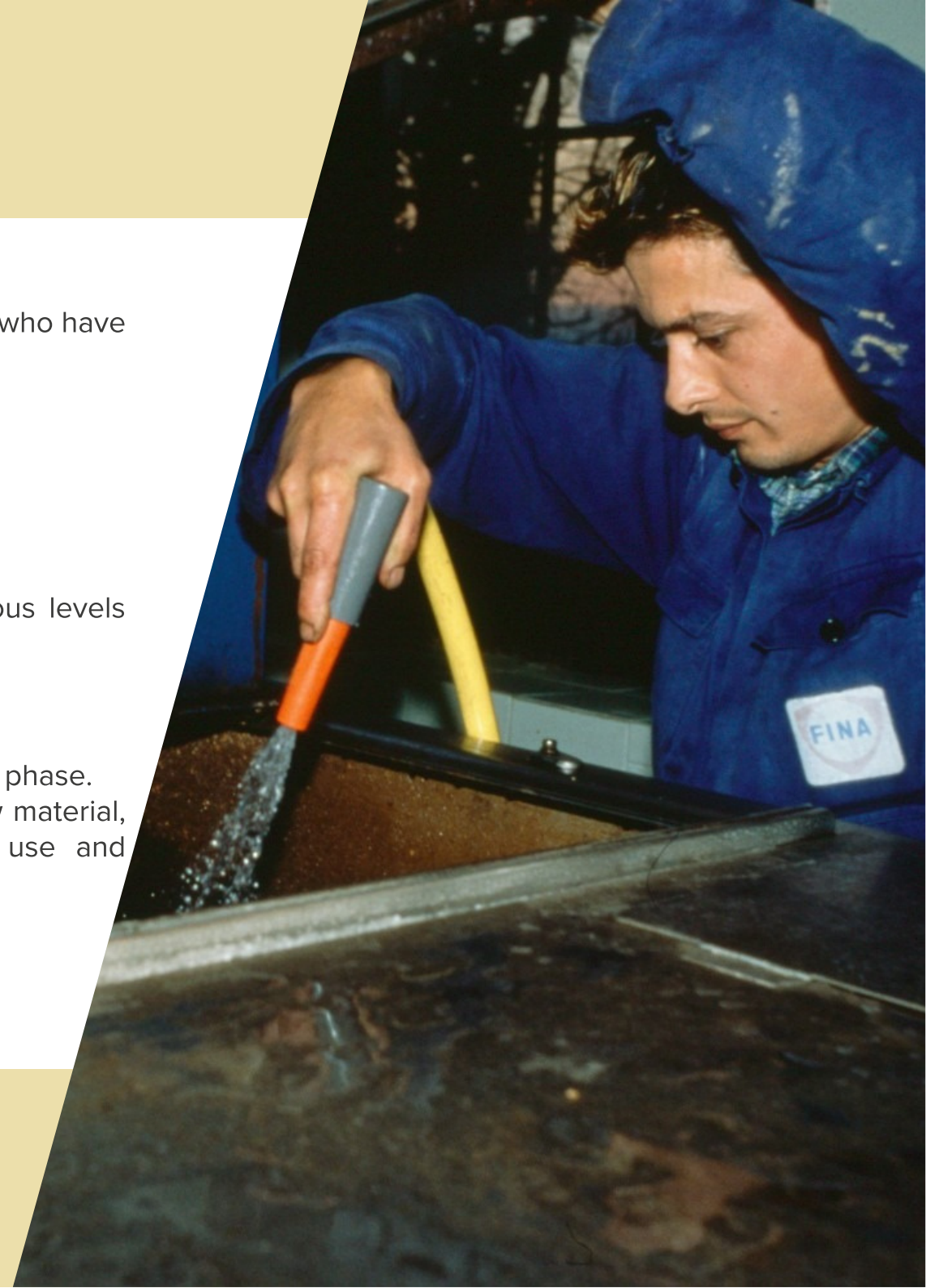
- Olive Oil Sommelier,
- Olive Oil Taster
- Olive Oil Connoisseur,
- Panel Leader,
- Master of Oil Mill,
- Professionals and Operators

who have already acquired professional experience at various levels also in other Italian and foreign organizations.

WHERE and WHEN:

The course will be held inside an oil mill during the production phase. A unique experience to come into direct contact with the raw material, its smells, flavors and the techniques of transformation, use and marketing of EVOO.

Castiglione d'Orcia –Val d'Orcia (SI) Tuscany –Italy
from 9 to 13 October 2023



DIPLOMA & CERTIFICATION

- OLIVE OIL SPECIALIST Diploma
- CERTIFICATE of Physiological Sensory Suitability
* (on request will be issued only upon request of the interested party and after the participant has passed the selective tests)
- OLIVE OIL SPECIALIST ID card and registration in the International Olive Oil Experts Register – 2024

() Sensory sensitivity tests are not mandatory. The Certificate of Physiological Sensory Suitability is required by the Italian Ministerial Decree 07 October 2021 to be part of an olive oil tasting panel and for registration in the Register of Olive Oil Experts;*

INTERNATIONAL OLIVE OIL ACADEMY
INTERNATIONAL REGISTER of
OLIVE OIL EXPERTS

ID card n°: 0811/0048
issue date: 01/02/2023
date of expire: 31/12/2023
name: Helena Red
date of birth: 18/03/1978
country: Canada
qualify: Olive Oil Sommelier



Valid to
2023
annually renewable

OUR LECTURERS

Wenceslao Moreda

Chemical and Sensory analysis expert - CSIC - Instituto de la Grasa; Member of various European and international commissions of the olive oil field.

Nicola Simone

Biologist, Resercher and Vice Panel Leader of CRA-OLI (Research Centre for Olive Growing and Olive Industry Scientific Centre).

Francesco Covarelli

A food technologist specializing in Food Technology and Biotechnology, he is in charge of project management for new high-tech and innovative oil mills.

Plácido Pascual Morales

PHD in the Biochemistry and Molecular Biology; Panel Leader of the Agro-food Laboratory of the Regional Government of Andalusia-Spain; Expert in sensory analysis and member of various international olive oil juries.

Mauro Martelossi

Founder and General Director of IRVEA Institute, Panel Leader IOC since 2001 and Academic member of Italian National Academy of Olives and Olive Oil;

Tania Ciarini

Qualified Panel Leader and member an official panel; expert in techniques for increasing commercial and consumption of EVOO

LESSONS SCHEDULE

From the field to the mill, from the olive to the oil:

Relationship between orchard management, oil yield and quality;

Various olive crushing and extraction systems and their effects on oil quality and sensorial profile; Innovations in the mechanical extraction process for product diversification and quality improvement; Olive oil storage and preservation: influence of environmental conditions and their effect on the sensory impact of the aroma and on resistance to oxidation;

Sensory analysis:

Sensory memory: the different techniques for stimulation, identification and memorization of olfactory and gustatory perceptions; The perception and classification of intensities;

The importance of samples and different dilutions in sensory training;

The different evaluation tests for olfactory and gustatory sensitivity, discriminant tests and alignment tests;

EVOO, Marketing and Markets:

Quality, ethics and aesthetics and the needs in the different markets;

Skills and tools to emphasize aromas, flavors and sensations for the differentiation in the use of olive oil in the kitchen, at the table and in the food industry;

Commercial development strategies and the increase in consumption;

Identity and Credibility; Importers, Resellers, Restaurants and Consumers:

The choice of the raw material in relation to the needs of the different markets;

The selection and sampling for the guaranteed purchase and export of olive oil;

The EVOO Charter and the operational tools to guide consumers in making an informed choice and in purchasing the "right" oil for each dish;

Tools, techniques and strategies to transform EVOO from an unproductive cost to an economic advantage for restaurants;

Ethics, Education and Training; learn to teach:

Techniques and suggestions for the construction and preparation of some of the main defects;

The techniques and operating procedures for the dilution and modulation of intensity for educational and training activities;

The various profile sheets and their different uses (classification, food industry, specialist classification, the various oil competitions).

Problems, risks, futility and uselessness of online olive oil tastings.

During the course, practical and culinary demonstrations and strategies will be held on the different systems of using olives and EVOO in the kitchen, at the table and in the various preparations useful for the promotion and increase in EVOO sales

Guided tastings and practical tests of evaluation and sensorial description will be carried out with some oils, different in variety, geographical origin and extraction techniques, with positive and negative attributes linked to the various stages of processing and conservation.

Proficiency tests:

*On request, tests for the evaluation and / or re-evaluation of sensory sensitivity for the tasting of olive oils can be carried out for the issue of the Physiological Suitability Certificate **

COURSE INCLUSIONS

- Theoretical and practical lessons in the classroom, from Monday to Friday;
- In some days, lunch could be part of the demonstrations made during the lessons
- Practical exercises on the preparation of defects, samples and intensity modulation;
- Guided and descriptive tastings with some olive oils different in variety, geographical origin and extraction techniques;
- Evening of Food Culture & Pairing masterclasses with artisanal wines, cheeses and cured meats;
- Closing dinner of the course;
- Teaching materials;





LOCATION AND ACCOMODATION FACILITIES

The course will be held at the Olive Mill “La Fonte dell'Olio” n Castiglione d'Orcia - Val d'Orcia, Tuscany in the heart of the Val d'Orcia, near Pienza, San Quirico d'Orcia and Bagno Vignoni

A tourist area full of hotels, farmhouses and B&B.

Upon registration, IRVEA-Olive Oil Academy will send a confirmation email, together with a list of hotels, B&Bs and farmhouses in the area and an identification code to take advantage of the special rates and conditions offered by the Hotel San Gregorio di Pienza for enrolled in the Olive Oil Specialist course.

In order to guarantee the availability of the rooms at the Hotel San Gregorio in Pienza, it is advisable to book them at the time of pre-registration.

Pienza is easily reached by plane, train and road

For further information, please contact the IRVEA-Olive Oil Academy secretariat at segreteria@irvea.org

SPECIAL IRVEA ALUMNI

The 10% discount is applied to people who have already attended one or more IRVEA-Olive Oil Academy courses in the past.

The discount cannot be combined with other discounts or with any other special Early Bird conditions

APPLICATION FORM

Advanced course for OLIVE OIL SPECIALIST 9 - 13 October 2023

PERSONAL INFORMATION

NAME AND SURNAME: _____

VAT NUMBER / TAX ACCOUNT _____

ID: ADDRESS: _____

CITY: _____ ZIP CODE: _____

COUNTRY: _____

PHONE / MOBILE: _____

E-MAIL: _____

HOW TO REGISTER

Please complete this application form and mail it to

segreteria@irvea.org.

Total cost of the course €2.100

Early Bird Rate €1.750*

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* EARLY BIRD Rate valid until 15 June 2023

*The Early Bird special cannot be combined with any other discounts or special offers.

Total cost €2.100

**First Fee installment
50% €1.050**

**Balance - Final payment
DUE on 01 September
2023**

DATE

Registration is considered completed upon receipt of the Application form via fax or e-mail at the course secretariat, accompanied by a copy of the payment with the account statement of the payment by Pay Pal of the deposit (50% of the total amount) (adding 5.39% + 0.35€ commissions for international transactions) for to irvea@irvea.org or by Bank Transfer to:

Bank: Cariparma - Crédit Agricole
BIC CRPPIT2P404 - IT 06 K 06230 12704 000036467600
Payable to: ISTITUTO IRVEA
Reference: Contributo IRVEA 2023 Olive Oil Specialist

1. All money transfer costs and bank charges are the responsibility of the applicant.
2. Deposits are non refundable. Balance must be paid at least 30 days prior to course start date.
3. A copy of the payment receipt must be attached to the registration form and sent via e-mail to irvea@irvea.org
4. The course will be confirmed by e-mail after registration closes.
5. REFUNDS: A refund of deposit or entire amount paid may be requested within 20 days from payment date, less €50.00 administration costs and by completing the REFUND APPLICATION FORM.
6. PROGRAM CHANGES: Istituto IRVEA for organizational requirements or legal limitations may:

A. Notify participants via email of modifications to course dates, program, venue or structure and substitute lecturers with others of the same professional level;

B. In case of cancellation, a credit will be made according to the conditions

7. Participation in the course automatically implies acceptance of all rules.
8. All personal information received will be held by IRVEA for the purposes of course administration only (accounting, logistics, compilation of lists etc) in accordance with Reg. Ue 679/2016. This information will be used solely for editorial purposes of IRVEA and associates and to keep you informed about our initiatives.
9. COMPETENT JURISDICTION: For any legal requirements, the Law Court of Parma has exclusive jurisdiction in the interpretation and execution of the present contract.
If you do not wish to receive any further information from us, please tick the box.

Soon will be available on the site direct payment, online

SIGNATURE

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VAT NUMBER / TAX ACCOUNT _____

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9. COMPETENT JURISDICTION: For any legal requirements, the Law Court of Parma has exclusive jurisdiction in the interpretation and execution of the present contract.
If you do not wish to receive any further information from us, please tick the box.

Soon will be available on the site direct payment, online

SIGNATURE