



# NORTH AMERICAN OLIVE OIL ASSOCIATION

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## FOR IMMEDIATE RELEASE

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### **Savantes Olive Oil Tasting Course Sells-out U.S. Debut, Adds Session**

Neptune, NJ (September 5, 2012) – The Extra Virgin Olive Oil Savantes program has been held in multiple locations worldwide for more than twelve years and is coming to North America for the first time ever this September.

“Savantes is the only course we know of in the U.S. that is independent and focused on the positive aspects of tasting extra virgin olive oil,” said Eryn Balch, executive VP of the North American Olive Oil Association (NAOOA). One of the NAOOA’s missions is to educate on the various grades of olive oil and this course covers the skills that need to be developed in order to fully appreciate the limitless variety of extra virgin olive oil flavors from all around the globe. As part of the NAOOA’s educational efforts, five scholarships to the program were awarded to food industry and food media professionals.

The debut session sold out so quickly that organizers added a second session the following week. Interested participants can still register for the new session of the extensive three-day program at [www.savantes.com](http://www.savantes.com), which will be held in Manhattan from October 1 through October 3, 2012.

“The best part about this program is that the organizers are not promoting any single brand or region. It is truly an independent course for those that want to better appreciate olive oil,” Balch said. In fact, participants will have a rare opportunity to experience more than 70 extra virgin olive oils from the best of the best, including many global award-winning oils. In addition to honing their tasting skills, participants explore olive oil industry topics tailored to their backgrounds – ranging from growing, selling and buying to health benefits and culinary usage.

Established in 1989, the North American Olive Oil Association is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. For more than 20 years, the association has participated as a signatory to the International Olive Council (IOC)’s Agreement for Quality Control, collecting samples from the marketplace for analysis based on the IOC standards. All NAOOA members agree to annual testing of their products by IOC-accredited laboratories. In addition to its quality programs, the association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information about olive oil and the NAOOA, visit [www.aboutoliveoil.org](http://www.aboutoliveoil.org).

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