



# OLIVE D'OR

THE LEADING INTERNATIONAL OLIVE OIL CONTEST  
IN NORTH AMERICA

## AN INTERNATIONAL CONTEST

OLIVE D'OR takes place during **SIAL Canada**, the only international food industry trade show in Canada.

As part of the **SIAL Group**, offering 5 trade shows on 4 continents, OLIVE D'OR enjoys a global communications network.

## A PROFESSIONAL JURY

At the dawn of its 7th edition, OLIVE D'OR reasserts its position of competition rewarding quality and know-how.

The jury is made up of experts from the olive industry and of food industry professionals. The contest respects the standards of the **International Oil Council**.  
[Click here](#) to read the members of the jury's biographies.

## OLIVE D'OR 2011

**More than 125 olive oils** from 14 countries

**1 out of 2 attendees** visited the OLIVE D'OR area

**86%** of visitors were satisfied

**A media coverage** in Toronto Sun, The Canadian Press, CTV News...

Find out what the media has been saying about us [here](#) and get a glimpse of the 2011 edition on our [YouTube channel](#).

« Ever since its creation in 2005, the OLIVE D'OR contest has greatly contributed to valuing this ancient yet always modern product. By showcasing each year the world's best olive oils, this event has undoubtedly become a reference for connoisseurs. ».

**Christine Cheylan**,  
Chairwoman of the jury



# OLIVE D'OR

THE LEADING INTERNATIONAL OLIVE OIL CONTEST  
IN NORTH AMERICA

## WHY TO PARTICIPATE?

### THE REWARDS

3 trophies award  
each category  
(light, medium, intense):

Gold drop, Silver drop  
and Bronze drop



- **Win one of 6 trophies** rewarding expertise and quality
- Receive the **2012 OLIVE D'OR label** which will help you to promote your product!
- Benefit from **international exposure** at SIAL Canada  
13,000 visitors expected in 2012  
a premium media coverage thanks to our promotional campaigns for the winners  
a specific location on the OLIVE D'OR area
- Establish **new contacts** and test out the North American market potential

### SOME FIGURES ABOUT THE NORTH AMERICAN MARKET

North America is **the world's biggest olive oil consumer**, after Europe

> **3.3 Million hectoliters of olive oil** were consumed in North America in 2009

There are close to **21,000 food retailers** and **63,000 restaurants** and food services in Canada



# OLIVE D'OR



THE LEADING INTERNATIONAL OLIVE OIL CONTEST  
IN NORTH AMERICA

## PACKAGE 1

Participation at 2012 contest  
+  
showcase your product  
in the OLIVE D'OR area  
+  
get referenced in  
the official showguide  
Cost: \$290 HT

## PACKAGE 2

Package 1 included  
+  
sampling of your product  
in the OLIVE D'OR area  
+  
get the list of potential buyers  
who visited this space  
Cost: \$570 HT

# HOW TO PARTICIPATE?

**OLIVE D'OR: May 9-11, 2012**

Click **HERE** to register · Deadline: April 20, 2012

More information on our webpage, **click here**

### YOUR CONTACT:

Amandine Gayet, 2012 OLIVE D'OR Manager  
amandine.gayet@comexposium.com  
P : +1-514-289-9669 # 2233 F : +1-514-289-1034

Interested in exhibiting at SIAL Canada 2012?

Contact Thierry Quagliata, Sales Manager  
thierry.quagliata@comexposium.com P : +1-514-289-9669 # 2232  
www.sialcanada.com

