



The Olive Oil Conference

July 18 – 20, 2017

Westin O'Hare, Rosemont, IL

TUESDAY, JULY 18

6:30-8:00 pm Welcome Reception

Wednesday, July 19

9:00-9:45 am Tasting Refresher
– Hayley Stevens, Chef/Instructor
– *Sharpening the palate with style and flavor*

10:00-10:45 am Welcome and the State of the Olive Oil Industry 2017
– Simon Field, Extra Virgin Olive Oil Savantes
– *A review of the important data and trends in the olive oil industry*

10:45-11:30 am Improving Quality and Flavor through Production
– Marco Scanu, Dievole, Tuscany Italy
– *New techniques in production and processing which improve quality of extra virgin olive oil*

11:30-11:45am Break

11:45-12:30 pm Using Olive Oil in Cosmetics-Bigger Than Food?
– Richard Small, Princeton Chemicals, Inc. and Nikisha Horn, R&D Director of Namaste Laboratories, Inc.
– *The growing market for suppliers, manufacturers and retailers in the scale of cosmetics containing olive oil*

12:30-2:00 pm Lunch

2:00-2:45 pm The Value of Olive Oil Competitions
– Soledad Serrano Lopez

- *Exploring the rigor of the world's competitions and the value in kudos and sales*

- 2:45-4:00pm Practical Use of Olive Oils in Food
- Olly Rouse and Joe Gould
 - *Group work guided by the chefs in using olive oil in different ways*
- 4:00-4:45pm New Trends in Varietal Production with Tastings
- Simon Field, Extra Virgin Olive Oil Savantes
 - *The impact on supply and demand of traditional varieties being grown in new regions eg: Coratina in Italy, Peru, Australia: Picual in Spain, Chile, New Zealand, Australia, USA*
- 7:00 pm Dinner

Thursday, July 20

- 8:00-9:30 am North American Extra Virgin Olive Oil Tasting Team Championship
- 10:00-11:00am The Olly and Joe Show
- Olly Rouse and Joe Gould
 - *Innovative ways of using olive oil in cuisine*
- 11:15-12:00pm Franchising – The Present and Future
- Brie Thompson, Director, Olivelle, Boseman, Montana
 - *The role franchised oil and vinegar stores are expected to play in the supply and demand for olive oil*
- 12:00-12:45 pm How Olive Oil Compliments Food and Health
- Ellie Krieger, R.D.
 - *Cooking demo highlighting olive oil nutrition benefits*
- 12:45-2:00 pm Lunch
- 2:00-2:45 pm the Impact of Private Label on the Supply and Demand for Olive Oil
- *Insert Speaker Name Here*
 - *Exploring the impact on the supply-chain of increasing use of private label by large and small retailers*
- 2:45-3:00 pm The Future of the Internet for Online Sales
- Bob Weeks, Consultant \ Speaker \ Moderator \ Facilitator of things food
 - *Will online sales and websites play an expanding role in both wholesale and retail?*

3:15-3:30pm

Break

3:30-4:15 pm

Powerful Palate Presentations

- *Simple new ways of presenting olive oil for tasting to overcome the aversion some have to tasting an oil or getting oily fingers from dunking bread. The novel ideas will be useful for on the counter tasting, sales presentations, food shows and at home. Includes making and tasting olive oil powder.*

4:15-4:30

Championship Awards and Presentations Close