ARGENTINE OLIVE OILS STEP ON STAGE
SPECIAL TASTING EVENT DEBUTS 10 PREMIUM OLIVE OIL PRODUCERS
FROM THE COUNTRY FORCEAST TO BE TOP 10 IN THE WORLD

A Walk-Around Tasting With Oils, Food, & Music

New York, April, 2010 -- One of civilization’s oldest foods, olive oil, has also been used as a currency, cosmetic, medicine, and even fuel (used to brighten lamp light). Throughout the ages the golden nectar hasn’t lost its glow, in fact, this staple of cultures and cuisines continues to enjoy an amazing growth thanks in part to current healthful lifestyles and the continued popularity of the “Mediterranean cuisine” trend. Most olive oils consumed in the US are from the Mediterranean region. And while olive oil’s eon’s old popularity isn’t going to change, where we get it will. Forecasts indicate that Argentina is poised to become one of the top 10 producers in the world, and the fifth most important exporter of table olives by mid decade!

Argentina, already the top producer of Olive Oil in the Americas, finally debuts its world-class olive oils in the US with tastings at the Argentine consulates in New York and Toronto on May 11th (NYC) and May 14th (Toronto). Ten top Argentine olive oil producers will present some of the finest prize winning oils of South America. All are premium extra-virgin, many prize winners listed in the industry book of “The 100 Best Extra-Virgin of the World.” This extraordinary collection reflects the scope of Argentina’s olive oil varietals (and blends). Four of the presenting oils are certified Kosher, and several certified Organic (which is recognized in the U.S).

The Argentine Olive Oil industry owes its ascendance to a calculated effort by the Argentine government that continues to aggressively promote economic and trade initiatives. This support continues with the introduction of these world-class oils to the North American market at the Argentine Olive Oil event in New York and Toronto. These events are initiatives of the Federal Council of Investments of Argentina (CFI). “We are proud and exhilarated to present these olive oils,” notes the CFI’s Secretary General, Eng. Juan Jose Ciacera. “North Americans know Argentina’s bounty of gourmet foods and wine, and now our olive oil will take its rightful place on the culinary stage,” adds the Secretary General. The cultivation, quality, and appreciation of olive oil share a great deal in common with wine, for which Argentina has established a reputation for quality and taste. Many of the country’s vineyards have added olive oil production, and are leading the way. And some of these will be showing at the upcoming tasting. The olive oil industry in Argentina is where wine was twenty years ago. Like wine, olive oil quality and character is affected by terroir, climate, production method and storage.
Both wines and olive oils can be blended, come in varieties, and offer distinctive flavor profiles. They are tasted in much the same way, and both have significant health benefits. Wine and olive oil are pillars of good eating and healthy living.

The Jesuit missionaries introduced the first olive oil plantations, with cuttings from Spain and Portugal, in their attempt to settle the nomadic indigenous peoples by introducing agriculture. When Spain abandoned the missions, the king ordered the destruction of the Argentine orchards (to prevent competition with Spain and Portugal, it is said.) However, the nearly indestructible olive tree prevailed. In the 400 years since, the different olive varieties cross pollinated and resulted in a totally new variety, named Arauco. In fact, a 400-years-old “mother tree” still remains and is considered a national shrine.

In addition to the Arauco (with its “wild” flavor character and intense fruity notes), the other prevailing olive varieties will be savored at the Argentine Olive Oil Experience. There is Frantoio (with green herbs and mild fruit balanced with an agreeably spicy-bitterness). Manzanilla has notes of herbs and fruit, noticeably apple peel and sharp spice. The world famous Arbequina, which is softly sweet and mildly fruity is balanced by hints of spice. Picual is slightly bitter yet fruity, with subtle spices, green leafy aromas, and with hints of citrus and grapefruit. There will be a number of blends to taste as well.

Argentina enjoys many regions that are extremely hospitable to high quality olive oil production. In the Northwest – Catamarca and La Rioja, in the Cuyo region, the provinces of Mendoza and San Juan., Cordoba in Central Argentina, and even areas in the South East of Buenos Aires province are home to olive orchards. With its production expected to double over the next decade, Argentina’s place as number one producer in South America seems to be secure.

ARGENTINE OLIVE OIL EXPERIENCE PARTICIPATING PRODUCERS

- Argentine Olive Oil Group
- Compañía Central de Inversiones S.A.
- Emprendimiento Andino S.A.
- IQM Timbo S.A.
- Jorge Piuzzi
- La Provista
- La Riojana Coop.
- Olivos Argentinos S.A.
- Rolar de Cuyo S.A.
• Zuelo S.A.