

MEDIA RELEASE
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For immediate release



Recognising New Zealand's world class oils

New Zealand has gained a reputation for producing some of the world's finest quality olive oils characterised by unique aromas and flavours. With entries now open for the 2008 New Zealand Gourmet Oil Competition, producers once again have the opportunity to benchmark their oils against locally produced oils.

The New Zealand Gourmet Oil Competition celebrates the success, quality and variety of New Zealand's gourmet oils. And with consumers changing eating habits and interest in health benefits, gourmet culinary oils are gaining in popularity.

As Competition Convenor Rae Finlay explains, "the aim of the New Zealand Gourmet Oil Competition is to promote to the New Zealand public the quality and variety of oils produced and commercially available in New Zealand. It's all about choice and assisting consumers at the point of purchase.

In the competitive marketplace, a win is highly valued and an excellent way for producers to profile their products to consumers", added Finlay.

2007 winner of Best Walnut Oil and Best In Show (judged from all medal winning entries) was Uncle Joes Walnut Oil, which was processed by Oil Seed Extractions Ltd, Ashbuton. Oil Seed Extraction Marketing Manager Nigel Hosking believes the win was acknowledgment that their innovative processing techniques superseded previous extraction methods.

"Winning was absolutely fantastic...as a result we are confident that our contract pressing for all nut crops will continue to grow. Anyone producing oil that fits the judging categories should enter, you never know what the result will be", commented Hosking.

The competition is open to Extra Virgin Olive Oil (delicate, medium, intense), Infused Olive Oil, Walnut Oil (cold pressed, lightly roasted) and Other Culinary Oils including Avocado Oil, Hazelnut Oil etc.

Oils will be judged by a panel of food industry professionals including Cuisine magazine Food Editor Ray McVinnie, Rachel Scott of Rachel Scott Bread, Senior CPIT Tutor of Professional Cookery Bill Bryce, wine judge Terry Copeland plus Andrew Brown, Jonny Schwass, Trish Coleman and Gary Millar.

Entries close 5pm Thursday 23 October with winners announced on 31 October 2008. Winning oils will be on display at the Royal New Zealand Show in the Food & Wine NZ Pavilion.

The Royal New Zealand Show runs from 12-14 November at Canterbury Agricultural Park Christchurch. Attracting over 115,000 people, over 7000 livestock and feature competition entries and 550 trade exhibitors, plus three full days of entertainment, it is the premier agricultural and pastoral event in the country.

For further information please contact
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