

RULES / GUIDELINES

Art. 1 - Organization

World's Best Olive Oils (hereinafter WBOO) has been founded by Heiko Schmidt, first and only german university olive oil tasting expert and is supported by leading international olive oil tasters and experts.

Art. 2 - Objective

In the current material world - which has become a world of commodities - dominated by productivity and financial requirements, products of premium quality deserve a different recognition and their producers deserve to be supported in and awarded for their efforts.

WBOO's objective is to build the ranking of the world's best extra virgin olive oils from the results of the leading and most objective international extra virgin olive oil competitions and thus appreciate the value of extraordinary extra virgin olive oils.

Art. 3 - Process

WBOO tries to execute the most objective and reliable compilation of the results of the major international competitions, which follow internationally recognized methods and standards in evaluating the chemical and organoleptic properties of the extra virgin olive oils entered into a competition.

WBOO considers the results from the individual competitions by rating the strictness of their rules. The International Olive Oil Council's (IOOC) "Mario Solinas Award" (MSA) is being regarded as the world's strictest international extra virgin olive oil competition and therefore it serves for WBOO as reference to classify the other competitions according to the degree in which they comply with requisites based on the MSA rules.

In our classification of the strictness of the different competitions, we absolutely depend on the information being disclosed publicly or being facilitated to us by the competition organizers/committees and which have been solicited to all of the organizers/committees. Therefore the classification can only be as precise as the level of information being provided to us and we do not accept claims or complaints for impreciseness resulting from information not being provided to us.

The proceedings for awarding points to the individual extra virgin olive oils for each and every international competition being considered by us, go along the following scheme:

Generally, WBOO awards 10-9-8-7-6-5 points to the different levels of awards (first, second, third etc.). In addition to that, WBOO awards a maximum of 15 further points for complying with certain requisites based on and derived from the rules of the "Mario Solinas Award" (MSA), which are as follows:

- ✓ existence of a homogeneous batch of min. 2500L of the extra virgin olive oil entered (+1pt)
- ✓ collection of samples and documentation of process by a notary or equivalent figure (i.e. DOP etc) (+3pts)
- ✓ self-certification from producer for correctness of process (+1pt) [alternatively to above]
- ✓ preparation of samples in anonymous colored bottles (+1pt)
- ✓ upfront coding of the samples with codes provided by competition organizers (+1pt)
- ✓ analysis of drawn samples by IOOC-accredited laboratory (+3pts)
- ✓ requirement of current chemical analysis for drawn samples (+2pts) [alternatively to above]
- ✓ sensory assessment of drawn samples by IOOC-accredited panel (+3pts)
- ✓ panel composed by internationally recognized and trained olive oil experts (+1pts)
- ✓ application of IOOC standards and profile sheet in evaluation/assessment of extra virgin olive oils in competition process (+2pts)

Thus a maximum of 25 points can be achieved in a single competition. The detailed table how each and every international competition is being considered in the WBOO ranking can be found in Annex 1 of this document. The ranking of world's best olive oil mills is being determined by considering the mills which have produced the olive oil lots corresponding to the brands that have been entered into the competitions, in case the brand owner is different from the producing olive oil mill. Brand owners generally have to declare production sites.

Art. 4 – Separate Consideration of Organic Extra Virgin Olive Oils

Starting from the 2014 edition of our ranking, Organic Extra Virgin Olive Oils will be considered specially. Since most competitions do not differentiate between organic and conventional production, we will consider – apart from their general score – the organic extra virgin olive oils in a separate ranking and will determine the “World's Best Organic Extra Virgin Olive Oil”.

Art. 5 - Differentiation between Northern and Southern Hemisphere

Due to the fact that olive harvests and olive oil production in the northern and southern hemisphere take place in different periods of the year as well as corresponding olive oil competitions in the northern and southern hemisphere, WBOO differentiates between harvest years.

Therefore and for instance in the ranking for the harvest year 2015/2016 we consider the results of the northern hemisphere extra virgin olive oils from 1st half year of 2016 and results for southern hemisphere extra virgin olive oils from 2nd half year of 2015, which is the same harvesting period – 2015/2016.

Within this we also depend on the collaboration of the organizers/committees of the competitions in providing us timely their results in order to be considered, meeting the deadline of June 1st of each year for the northern hemisphere. If competition organizers/committees do not provide results from northern hemisphere to us (if desired under NDA) until the above deadline, we lamentably cannot consider these results for our ranking.

Art. 6 - Publication of WBOO rankings

Rankings for "World's Best Olive Oils" and "World's Best Olive Oil Mills" will be published each year by end of the month of June.

Art. 7 - Diplomas - Entitlement of WBOO-Logo usage

To assist the winners in fully promoting their awarded olive oil and oil mill, each producer of an extra virgin olive oil being amongst the TOP50 extra virgin olive oils and TOP25 Olive Oil Mills awarded by WBOO, receive individual diplomas for each winning extra virgin olive oil and also for the winning olive oil mill, as well as high and low resolution logos for usage on bottle stickers and company websites. Every other unauthorized use is prohibited under penalty fee of 5000€//\$ and will be prosecuted correspondingly.

Art. 8 - Fees - Dealers

Consideration of extra virgin olive oils and olive oil mills by WBOO is free of charge for the producers.

International dealers may apply for being mentioned in our point-of-sale (POS) section and can book a space in that section, which will display dealers by country including a company logo and direct link to their shop-website. Booking a "POS-section-space" is available at an annual fee of 199 €/249\$. This fee can be paid via PayPal. Applications for this section must be sent via the contact form on our website, indicating the extra virgin olive oils awarded by WBOO being offered by the applying dealer.

Art. 9 - Appeal

The determined results of the WBOO rankings are final. There is no possibility to appeal.

Points scheme for WBOO ranking 2015/2016

Competition / Awards / Points	1st Prize	WBOO Pts	2nd Prize	WBOO Pts	3rd Prize	WBOO Pts	4th Prize	WBOO Pts	5th Prize	WBOO Pts	6th Prize	WBOO Pts
Mario Solinas Award	1st prize	25	2nd prize	24	3rd prize	23	Finalist	22				
Ovibeja	Gold	25	Silver	24	Bronze	23	Honour	22				
Argoliva	1st prize	21	2nd prize	20	3rd prize	19						
Evooleum	1st prize	21	2nd prize	20	3rd prize	19	4th Prize	18	5th Prize	17	6th Prize	16
L'Orciolo D'Oro	1st prize	19	2nd prize	18	3rd prize	17	Grd Mention	16	Mention	15		
ARMONIA	1st prize	15	2nd prize	14	3rd prize	13	Grd Mention	12				
Sol D'Oro	Gold	15	Silver	14	Bronze	13	Grd Mention	12				
Oil China	Gold	15	Silver	14	Bronze	13	Grd Mention	12				
Leone D'Oro	1st prize	15	Grd Mention	14								
Athena Intl. Olive Oil Competition	Double Gold	15	Gold	14	Silver	14	Bronze	13				
BIOL Premio Internazionale	1st prize	14	2nd prize	13	3rd prize	12	Extragold	11	Gold	10	Silver	9
Olive Japan	Premier	14	Gold	13	Silver	12	Bronze	11				
Intl. Olive Oil Award Zurich	Gold	13	Silver	12	Award	11						
SIAL Olive D'Or	Gold	13	Silver	12	Bronze	11	Mention	10				
Monocultivar Expo	Best	13	Best Scent	12	Gold	11						
L.A. Intl. Olive Oil Competition	Best of Show	12	Best of Class	11	Gold	10	Silver	9	Bronze	8		

*general points scheme: 1st prize = 10 pts | 2nd prize = 9 pts | 3rd prize = 8 pts | 4th prize = 7 pts | 5th prize = 6 pts | 6th prize = 5 pts

additional max. 15 points are being awarded for complying with the characteristics of the individual competitions:

Lotsize >= 2500L (+1) | sample collection by notary or equivalent (+3) or certification by producer (+1) | anonymous samples (+1) | official coding upfront (+1) |

samples sent to COI Lab (+3) or current chemical analysis required (+2) | samples sent to COI-panel (+3) | panel of trained intl. experts (+1) | use of COI-Assessment Sheet (+2)