

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 strictest and therefore most objective international extra virgin olive oil competitions and thus honor the superior quality of singular premium 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:

- ✓ extra virgin olive oil samples taken from a homogeneous batch of min. 2500L (+1pt)
- ✓ collection of samples and documentation of process by a notary or equivalent figure (i.e. DOP etc) (+5pts)
- ✓ self-certification from producer for sample authenticity plus right to verify (+4pt) **[alternatively to above]**
- ✓ upfront coding of the samples with codes provided by competition organizers (+1pt)
- ✓ analysis of drawn samples by IOOC-accredited laboratory (+3pts)
- ✓ requirement of current IOOC-accredited chemical analysis for drawn samples (+2pts) **[alternatively to above]**
- ✓ sensory assessment of drawn samples by IOOC-accredited panel (+2pts)
- ✓ 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 2016/2017 we consider the results of the northern hemisphere extra virgin olive competitions from 1st half year of 2017 and results for southern hemisphere extra virgin olive competitions from 2nd half year of 2016, which for us is the same harvesting period – 2016/2017.

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 approximately 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. Award winners may purchase self-adhesive official labels. These are available upon request to the TOP10/TOP25/TOP50 for their awards as “World’s Best (Organic) Olive Oils” and / or “World’s Best (Organic) Oil Mills. These stickers can be used until availability of the followings years ranking and self evidently only for the respective awarded product/mill. Together with the purchase of the official labels, producers will receive a low resolution same size image of the labels for the use on their websites/communication. This is the exclusive way to mention the awards on the packs of the Extra Virgin Olive Oils. Diplomas can be freely displayed. The “1-2-3-podiums” from our website are available upon request and may only be used by the producers.

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 2016/2017

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	1st Finalist	22	2nd Finalist	21	3rd Finalist	20
Ovibeja	Gold	25	Silver	24	Bronze	23	Honour	22				
Evooleum	1st prize	22	2nd prize	21	3rd prize	20	4th Prize	19	5th Prize	18	6th Prize	17
Expoliva	1st prize	22	2nd prize	21	Finalist	20	Mention	20				
Argoliva	1st prize	21	2nd prize	20	Finalist	19						
Sol D'Oro	Gold	20	Silver	19	Bronze	18	Grd Mention	17				
Leone D'Oro	1st prize	20	Grd Mention	19								
ARMONIA	1st prize	18	2nd prize	17	3rd prize	16	Grd Mention	15				
Oil China	Gold	16	Silver	15	Bronze	14	Grd Mention	13				
L'Orciolo D'Oro	1st prize	15	2nd prize	14	3rd prize	13	Grd Mention	12	Mention	11		
BIOL Premio Internazionale	1st prize	15	2nd prize	14	3rd prize	13	Extragold	12	Gold	11	Silver	10
Athena Intl. Olive Oil Competition	Double Gold	15	Gold	14	Silver	13	Bronze	12				
SIAL Olive D'Or	Gold	13	Silver	12	Bronze	11	Mention	10				
Olive Japan	Premier	13	Gold	12	Silver	11	Bronze	10				
L.A. Intl. Olive Oil Competition	Best of Show	11	Best of Class	10	Gold	9	Silver	8	Bronze	7		

*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 (+5) or certification by producer (+4) | official coding upfront (+1) |

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