AOVE Finca La Torre, Spain Food Award in Organic and Conventional Production

Finca La Torre, SLU**, Bobadilla (Malaga) has won the** Spain Food Award for Best Extra Virgin Olive Oil **Campaign 2015-2016 after getting their AOVE most organoleptic score in the blind tasting conducted by the Official Tasters Panel of** Ministry of Agriculture, Food and Environment (MAGRAMA)**, where on July 14th the ceremony of the awards, chaired by the Minister, Isabel García Tejerina, was held. The same mill also won the award for best oil in the category of organic production.**

These awards, given by the Ministry in the categories "Conventional Production" and "Organic production" are intended to revalue the Spanish virgin olive oils higher quality, and to encourage producers to develop and market these oils. They also aim to promote the image and market position of olive oil among consumers and promote knowledge and appreciation of their sensory characteristics.

Within the category of Conventional production have been awarded in other modes oils Olive Juices from Canena Castle, S.L., Canena (Jaen); Oro Bailen - Galgon 99, S.L., Villanueva de la Reina (Jaén) and Agropecuaria Carrasco, S.L. "As Pontis" Eljas (Caceres).

Minister Isabel García Tejerina has stressed the strategic nature of the olive and olive oil, "a hallmark of our agriculture, our landscape and our food," stressing the positive evolution of this sector in the last four years that, through effective management of crop marketing, it has become the largest producer of olive oil in the world, with 43% of the total. Spain is also the leading exporter, with 60% of its oil production destined to supply more than 160 countries. Exports that report more than 2,700 million euros a year, placing olive oil the fourth between Spanish food products with bigger value exported.

García Tejerina has also referred to the role that the extra virgin olive oil is playing in modern gastronomy, establishing itself in "an unparalleled source of flavor and health as well as innovation and creativity."

She has also dedicated a few words of appreciation for the work of the Interprofessional Organization of Olive Oil to bring excellence and benefits of this product to households of the most remote countries, through promotional campaigns, such as starring tennis Rafa Nadal, specific actions as "Mediterraneamos" or supporting initiatives such as pairing fruit with oil, in which has been working the MAGRAMA.

Conventional Production Awards

The prizes awarded in the category "Conventional Production" is further subdivided into three modalities "Bitter Green Fruity", "Green Fruity Sweets" and "Fruity Mature".

-Mode: Bitter Green Fruity Oils

The prize went to Castillo de Canena Olive Juice, S.L., Canena (Jaén). This oil is defined as intense fruity green olive with notes of fresh grass, leaf and tomato and apple, citrus and green pepper. The palate is bitter and spicy with strong notes of alloza. The whole set of feelings are very complex, balanced and persistent.

-Mode: Oil Green Fruity Sweets

This prize has been awarded to Oro Bailen - Galgon 99, S.L., Villanueva de la Reina (Jaén). It is an intense fruity green olive oil, with notes of leaf, herbs, alloza, and other green fruits like citrus, tomato and apple. The palate entry is sweet, sour and spicy clearly perceptible. Very balanced and harmonious.

-Mode: Fruity Oils Matures

It has been won by oil from Agropecuaria Carrasco, S.L., "As Pontis" Eljas (Caceres). It is an intense fruity olive oil reminiscent of ripe fruit. Notes of apple, almond, banana and cinnamon mixed with green leaf and mint sensations are perceived. The palate is sweet, nutty and slightly bitter and

spicy, resulting all very harmonious, fragrant and with a variety of shades set.

Category Organic Production

The winner AOVE, also Finca La Torre S.L.U., is a very intense fruity green olive oil, with notes of grass, leaf, tomato and green almond and other fruit such as apple, artichoke, banana peel and citrus. The palate is slightly sweet and sour and spicy entry high intensity but very balanced. It is an oil of great complexity for its variety of shades and high persistence.

Spain Food Awards

The MAGRAMA holds every year since 1987, the Food Awards of Spain, with the highest quality of our productions in some of the most significant food is recognized, besides collaborating in promoting them through this recognition.

Specifically, the Best Oils Award Spanish Extra Virgin Olive campaign 2015-2016, which was delivered on July 14th, has been calling for 19 years, in order to recognize and encourage producers to obtain and market products quality and excellent organoleptic properties.

Spain is by far the largest producer and exporter of olive oil, one of our most emblematic products and one of the main ingredients of the Mediterranean Diet.

Oils packaging design awards

During the ceremony of the Prize have also announced the winning projects of design bottles contest for awarded oils in this campaign by the Ministry, and the contest of ideas for the new logo of Food of Spain.

These design competitions are the result of the collaboration agreement signed by the Ministry of Agriculture, Food and Environment with the Association of Fashion Designers of Spain (ACME) in September 2015. The goal, strengthen institutional relations in promoting food products and contribute to the optimal development of the sector and the promotion of Spanish design.

According stressed García Tejerina, "food and Spanish fashion share culture and notoriety", since both are in a growing process of internationalization and have high quality products, a strong, modern industry and creators who are the forefront of design and creativity.

Of the 14 projects submitted to the competition for the new design of bottles for oils winners in this edition, has won the prepared by Teresa Helbig which, inspired by the "virgin" grade oil, applied as a graphic concept texture mantles of the Spanish Virgin.

Logo "Food of Spain"

In the contest for the design of a new logo for the "brand" Food of Spain, has won among the 16 projects submitted, the David Delfín, which keeps the legend "Food of Spain" and the colors of the flag, but with a particular reference to new technologies and social networks. This logo is used, not only for for the awards "Food of Spain" in all categories, but is the identification of our products in the graph of the different promotional activities of Spanish food made by the Ministry, in and out our borders.

Source: MAGRAMA