

BEYOND EXTRA VIRGIN – fourth edition
An International Conference on Olive Oil Flavor and Excellence
Verona, Palazzo Giusti, September 20-22, 2010

LAST DRAFT

SEPTEMBER 20

2:30 PM **Check-in and welcome of participants**

4:00 PM **General session: Opening of the Conference**

Greetings of the Authorities

Association 3E, The Veneto Region, The Academy of Georgofili,
the UCD Olive Center, the Culinary Institute of America

4:30 PM

Opening Presentation

**The Super-Premium olive Oil Experience: Developing a Culture of Flavor
Discovery**

Presenter: Greg Drescher (the Culinary Institute of America, CIA)

Culinary Demonstration

Bitterness, Fruitness and Pungency: Animating Great Olive Oils on the Palate

Presenter: Bill Briwa (CIA)

5:30 PM

Welcome cocktail party

6:30 PM

A Special Session on Olive Oil Myth and Emotions

Presentation (30 minutes)

Before Extra Virgin

Presenter: Oddone Longo (President of the Galilean Academy of Padua)

Super-Premium Olive Oil Concert (60 minutes)

The Music of Sensory Notes: Amaro, Fruttato, Piccante

Composer and Director: Luca di Volo

9:00 PM

End of the day's program

SEPTEMBER 21

9:00 AM

General session I: Sensory Science and excellence of olive oil

Chairperson: Franco Scaramuzzi (President of the Academy of Georgofili,

Florence)

Presentation and discussion:

New Approaches of Sensory Analysis of Super-Premium Olive Oil

Presenter: Jean Xavier Guinard (UC Davis, California)

Presentation and discussion:

From sensory Characteristics to Sensory Functionality of Super-Premium Olive Oil

Presenter: Erminio Monteleone (University of Florence)

10:30 AM **General Session II**

Rediscovering Olive Oil in the 21st Century

Speaker: Harold McGee (Food Writer and Author)

11:00 AM Coffee break

11:30 AM **General session III: Round table on Sensory Excellence and the Language Problem**

Chairperson: Alexandra Devarenne (Association 3E California)

Panelists: Erminio Monteleone (University of Florence)

Jean Xavier Guinard (UC Davis, California)

Nancy Harmon Jenkins (Food Writer and Author)

Harold McGee (Food Writer and Author)

Rosa Vañó, (Super-Premium Olive Oil, Spain)

Aris Kefalogiannis (Super-Premium Olive Oil, Greece)

Greg Drescher (CIA)

Paolo Pasquali (Oleoteca Villa Campestri, Florence)

1:00 PM **Lunch presented by Region Apulia** featuring tasting stations with a variety of dishes and food – olive oil pairings

2:30 PM **General session IV: Genetic and Agronomic Control of Sensory Profile**

Chairperson: Dan Flynn (UC Davis Olive Center)

Presentation and discussion:

Olive Genetic Resources: a Legacy of Diversity for Virgin Olive Oil

Presenter: Luis Rallo Romero (University of Cordoba)

Presentation and discussion:

A New World Perspective in Selecting Cultivars for Oil Sensory Quality

Presenter: Paul Vossen (UC Cooperative extension)

Presentation and discussion:

Sicily: a paradigm of biodiversity

Presenter: Tiziano Caruso (University of Palermo)

Presentation and discussion:

Managing the Critical Points of Sensory Quality in the Agronomic Process

Presenter: Paolo Inglese (University of Palermo)

4:30 PM Coffee break

5:00 PM **General session V: The control of sensory profile in the milling process**

Chairperson: Claudio Peri (Association 3E)

Presentation (20 minutes)

Control of Pungency and Bitterness in the Processing of Virgin Olive Oil

Presenter: Maurizio Servili (University of Perugia)

Presentation (15 minutes)

A Big Leap from Insignificance to Excellence through Technological Innovation: the Pantelleria case

Presenter: Lamberto Baccioni (Agrivision, Florence)

Presentation (15 minutes)

Control of Bitterness: the Successful Case of Coratina

Presenter: Alessandro Leone (University of Foggia)

Presentation (15 minutes)

The Fragility of Peculiar Flavor Notes: the Case of the “Citrus” Flavor in a Grignano Super-Premium Olive Oil

Presenter: Massimo Ferasin and Benedetto Ruperti (University of Padua)

Discussion

6:30 PM End of the day's program

8:00 PM **Official Dinner**

SEPTEMBER 22

9:00 AM **General session VI / Tasting
Super-Premium Olive Oil and the Culinary Arts: Strategies for Delighting the Customer**

Chairperson: Greg Drescher (CIA)

Introductory Presentation:

Approaches to Leveraging the Entire Sensory Matrix of Super-Premium Olive Oil in Menu Development, Cooking and Presentation

Olive Oil Excellence on a Plate: Variations on a Theme

a. **Culinary and Customer Insights from the Villa Campestri Pioneering Experience**

Presenters: Paolo Pasquali (Oleoteca Villa Campestri, Florence)
Roberto Zanieri (Oleoteca Villa Campestri, Florence)

b. **The Chef, the Customer and the Olive Oil: Balancing Concerns about Complexity and “Completeness”**

Presenter: Bill Briwa (CIA)

Panel Discussion

Panelists: Nancy Harmon Jenkins (Food Writer and Author)
Erminio Monteleone (University of Florence)
Alexandra Devarenne (Association 3E California)
Harold McGee (Food Writer and Author)

10:30 AM Coffee break

11:00 AM **General Session VII**

FBP (Fruitiness, Bitterness, Pungency) on the American Table: Transforming Taste

Speaker: Nancy Harmon Jenkins (Food Writer and Author)

11:30 AM **General session VIII / Tasting**

Tapas, Meze and Antipasti: Olive Oil Diversity and the Spirit of Flavor Adventure

Chairperson: Nancy Harmon Jenkins (Food Writer and Author)

Presenters: Maria José San Ramon (chef, Alicante)

Paul Bartolotta (chef, Las Vegas)

Christoforos Peskias (chef, Athens)

Roberto Morisco (chef, Bari)

Discussant: Rosa Vañó, (Super-Premium Olive Oil, Spain)

1:00 PM **Lunch presented by Region Sicily** featuring tasting stations with a variety of dishes and food – olive oil pairings

2:30 PM **General session IX / Tasting**

Seafood, Produce and Super-Premium Olive Oil: Leveraging Flavor in the Healthy Mediterranean Diet

Chairperson/ Presenter: Bill Briwa (CIA)

Presenters: Maria José San Ramon (chef, Alicante)

Paul Bartolotta (chef, Las Vegas)

Christoforos Peskias (chef, Athens)

Roberto Morisco (chef, Bari)

Discussant: Aris Kefalogiannis (Super-Premium Olive Oil, Greece)

3:45 PM **General session X / Tasting**

Chocolate, Sweets and Super-Premium Olive Oil: Unexpected Pleasure

Chairperson/ Presenter: Bill Briwa (CIA)

Panel Discussion

Panelists: Nancy Harmon Jenkins (Food Writer and Author)
Jean Xavier Guinard (UC Davis, California)
Maria José San Ramon (chef, Alicante)
Paul Bartolotta (chef, Las Vegas)
Christoforos Peskias (chef, Athens)
Roberto Morisco (chef, Bari)
Roberto Zanieri (Oleoteca Villa Campestri, Florence)

4:15 PM Coffee Break

4:45 PM Forum:

Beyond the Noise and Confusion: Growing the Culture of Super-Premium Olive Oil Among Chefs, their Customers and Home Cooks

Chairperson: Greg Drescher (CIA)
Panelists: Dan Flynn (UC Davis Olive Center)
Maria José San Ramon (chef, Alicante)
Paul Bartolotta (chef, Las Vegas)
Christoforos Peskias (chef, Athens)
Roberto Morisco (chef, Bari)
Nancy Harmon Jenkins (Food Writer and Author)
Erminio Monteleone (University of Florence)
Alexandra Devarenne (Association 3E California)
Harold McGee (Food Writer and Author)
Bill Briwa (CIA)
Jean Xavier Guinard (UC Davis, California)
Paolo Pasquali (Oleoteca Villa Campestri, Florence)

5:30 PM **Final Thoughts** by Claudio Peri (Association 3E)
The Learning Environment: Enhancing our Approaches to Continual Improvement

5:45 PM **Presentation of Spain' candidature for BEV V**

6:00 PM Farewell Party

6:45 PM End of the Conference