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California Olive Oil Council Announces Competition Winners Amidst 25th Anniversary Celebration

Winners selected among field of 157 entries

Berkeley, Calif., March 29, 2017– The California Olive Oil Council (COOC) has announced the award winners for this year's harvest. In a field of 157 submissions, three received top honors. A full list of the gold and silver winners is available on the COOC website: www.cooc.com/competition-winners/

Standouts in the extra virgin category included the Best of Show in three different production levels:

Small Production: Massiglia Organic Italian www.marcianoestate.com

Medium Production: Grumpy Goats Organic Picual www.grumpygoatsfarm.com

Large Production: Chacewater Olive Mill Sevillano www.chacewaterwine.com

The three top winners include the artisan producer Massiglia, grown on the Marciano Estate in stunning St. Helena. Nestled in the historic Napa Valley, the property produces a blend of Italian varietals. Pamela Marvel and Stuart Littell produced Grumpy Goats, a harmonious Picual variety in the stunning Capay Valley on their organic farm. The large production recipient, Chacewater, wins for its Sevillano, a classic California variety from its Lake County grove.

Awards were also presented to the millers of Massiglia (Gianni Stefanini) and Chacewater Olive Mill Sevillano (Emilio de la Cruz).

The COOC also presented awards for the Packaging and Design Competition in the following categories:

California Classic: addresses the history and traditions of California agriculture through meaningful images and text

Creative Innovation: communicates a strong message through a design that is both interpretive and original

Storytelling: focuses on sharing experience through a design and narrative that is compelling and evocative

The winners in the single and series categories are:

Single California Classic: Wild Groves www.wildgroves.com

Single Creative Innovation: Cobram Estate www.cobramestate.com

Single Storytelling: Lacrime di San Miguel www.garykramerguitarcellars.com

Series California Classic: ENZO Olive Oil www.enzooliveoil.com

Series Creative Innovation: California Olive Ranch www.californiaoliveranch.com

Series Storytelling: 43 Ranch www.43ranch.com

With an estimated production of 3.5 million gallons of California extra virgin olive oil for the 2016 harvest, the COOC and its outstanding producers mark an unprecedented year of growth for the state's burgeoning olive oil industry. Founded in 1992, the COOC's 25th anniversary heralds unrivaled growth and demand for California certified extra virgin olive oils. The United States is the largest consumer of olive oil in the world after the European Union. In just a few short years, California's segment for consumption has grown from under 1 percent to 6 percent, a staggering increase.

There are over 38,000 acres of olives planted in California for the production of extra virgin olive oil with over 400 growers/producers in the state. The COOC estimates that 3,500 new acres will be planted each year in California through 2020. Over 75 olive varieties are grown in the state for olive oil production resulting in blends unique to California.

"We're very pleased to announce these award-winning recipients," said Patricia Darragh, Executive Director of the COOC. "California farmers work very hard to achieve world class standards while adhering to stringent best practices."

About the COOC

The COOC is a trade association with the mission of encouraging the consumption of certified California extra virgin olive oil through education, outreach and communications. The COOC is committed to upholding the highest standards within the olive oil industry through its Seal Certification Program. The COOC has over 400 members including growers and producers, service providers, retailers and other supporters of the California olive oil industry. The COOC represents over 90% of all olive oil production in California.