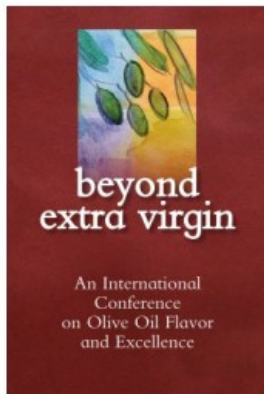


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BEYOND EXTRA VIRGIN – fourth edition
An International Conference on Olive Oil Flavor and Excellence
Verona, Palazzo Giusti, September 20-22, 2010

| DATES AND HOURS | TITLES | SPEAKERS |
|---|--|---|
| September 20 | | |
| First Session – Opening of the conference | | |
| 2:30 pm | Check-in and welcome of participants | |
| 4:00 pm | Greetings of the authorities of Regione Veneto, the Olive Center of UC Davis, the Culinary Institute of America and the Association 3E | |
| 4:30 pm | Opening speech on <i>BEV IV – the Purpose and the Inspiration</i> | Greg Drescher Director of strategic Initiatives of the Culinary Institute of America |
| 5:30 pm | Welcome cocktail party | |
| 6:30 pm | <i>Before Extra Virgin</i> | Oddone Longo President of the Galilean Academy of Padua |
| 7:30 pm | Welcome concert <i>The Music of Sensory Notes</i> <i>Amaro, Fruttato, Piccante</i> | Luca di Volo Composer, performer, polistrumentista |
| 9:00 pm | End of the day's program | |
| September 21 | | |
| Second session – genetic and agronomic xcontrol of sensory profile | | |
| 9:00 am | Chairman: welcome and introduction | Franco Scaramuzzi President of the Academy of Georgofili, Florence |
| 9:10 am | <i>Olive Genetic Resources: a Legacy of Diversity for Virgin Olive Oil</i> | Luis Rallo Romero University of Cordoba |
| 9:50- 10:50 am | On choice and control of sensory profiles in Agronomic Operations | Paul Vossen UC Davis Tiziano Caruso University of Palermo Paolo Inglese University of Palermo |
| 10:50 – 11:20 am | Coffee break | |

| Third session – Control of sensory profile in the technological process and in the marketing operations | | |
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| 11:30 – 1:00 pm | On choice and control of sensory profiles in Processing Operations - a round table | Alessandro Leone University of Bari Maurizio Servili University of Perugia Lamberto Baccioni Agrivision srl Giuseppe Fregapane University Castilla La Mancha To be confirmed University of Athens |
| 1:00 – 2:30 pm | Lunch – Featuring tasting stations with a variety of dishes and food – olive oil pairings | |
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| Fourth session – Sensory Science and excellence of olive oil | | |
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| 2:30 pm | Chairman: welcome and introduction | Dan Flynn Director of the Olive Center of UC Davis |
| 2:40 – 3:10 pm | Meet the author | Harold McGee , Author of bestseller “ <i>On Food and Cooking</i> ” and influential journalist in food and gastronomy |
| 3:10 – 4:20 pm | Sensory Science and excellence of olive oil | Jean Xavier Guinard UC Davis Erminio Monteleone University of Florence |
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| Fifth session – Communicating the sensory excellence of oil | | |
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| 4:20 – 6:30 pm | Communicating the sensory excellence: the language problem - a round table | Alexandra Devarenne UC Davis Erminio Monteleone University of Florence Jean Xavier Guinard UC Davis Nancy Jenkins , Writer Harold Mc Gee The Australian Wine Research Institute Richard Gawel The Australian Wine Research Institute Rosa Vanò Super-Premium Olive Oil producer Aris Kefalogiannis Super-Premium Olive Oil Producer Greg Drescher Culinary Institute of America Paolo Pasquali Oleoteca Villa Campestri srl |

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| 6:30 pm | <i>End of the day's program</i> | |
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| 8:00 pm | <i>Official Dinner</i> | |
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| <i>September 22</i> | | |
| <i>Sixth session - From sensory profiles to culinary creativity I</i> | | |
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| 9:00 am | Chairman welcome and introduction | |
| 9:10 – 9:45 am | Meet the Author | Nancy Harmon Jenkins Writer and journalist – expert in the Mediterranean and the Italian culinary tradition |
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| 9:45 – 11:15 am | First Chef's performance. Chef presents and explain his dish and approach to the audience, while the same dish is prepared and served in portions to be tasted and paired with super-premium olive oils | |
| 11:15 – 11:30 am | Coffee Break | |
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| <i>Seventh session – From sensory profiles to culinary creativity II</i> | | |
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| 11:30 – 1:00 pm | Second chef performance. A second chef, a second dish, a second approach to super-premium olive oil use. Same procedure as before. | |
| 1:00 – 2:30 pm | Lunch – Featuring tasting stations with a variety of dishes and food-olive oil pairings | |
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| <i>Eighth session – From sensory profiles to culinary creativity III</i> | | |
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| 2:30 – 4:00 pm | Third chef performance. A third chef, a third dish, a third approach to super-premium olive oil use. Same procedure as before. | |
| 4:00 – 4:30 pm | The engine of success: turning olive oil from a cost center to a profit center in influential restaurant. Results of an experiment | |
| 4:30 – 5:00 pm | Conclusions and recommendations | |
| 5:00 pm | Presentation of the Spain' candidature for BEV V | |
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| 5:15 pm | Farewell party | |
| 6:00 pm | <i>End of the Conference</i> | |

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