



AOVE PREMIUM SALUD EVOO PREMIUM HEALTH

2020/2021 CONCURSO
MEJOR
AOVE
SALUDABLE
DEL MUNDO

2020/2021 CONTEST
WORLD
BEST
HEALTHY
EVOO

JULY 1, 2021

WBHEC COMPETITION AWARDS 2020-2021

On the night of today, July 1, 2021, the delivery of Medals and Diplomas of the fifth edition of the International Evoo Premium Health Competition – Aove Premium Salud WBHEC (Best Healthy Evoo Contest - To the Best Healthy Evoo in the world) 2020 -2021. This ceremony was held at the La Niña Bonita Restaurant in Benalmádena, Málaga - Spain.

Evoos from the following countries were presented at this edition: Chile, Portugal, United States, Greece, Australia and Spain.

The Gold Medal and Diploma were shared by the producers Liokareas Olive Oil from Greece with their Evoo Liokareas High Phenolic and Coratina Agrícola Pobeña from Chile, with their Evoo Alonso Coratina. The Silver Medals and Diplomas went to Bernabé Padilla Plasencia from Córdoba, Spain with his Evoo Torres Natura and Unoaceit SLU from Jaén, Spain (Manuel Jesús Aceituno) with his Evoo Aceituno Premium Picual. And the Bronze Medals and Diplomas to VR SPAIN XXI SL, (Emán Vara) with his Evoo Doce + Uno Arbequina from Valladolid, Spain and to Eirini Plomariou from Greece with his Evoo Eirini Plomariou Organic.

The rest of the Diplomas corresponded to the following Production Companies:

Isanatur SL, Spain with its Evoo Ecoprolive Arroniz. G Team, Greece with their Evoo Hypereleon Ultra Gold Premium Organic. Aceites García de la Cruz with its Ecological Evoo Cornicabra, Spain. Aceites Olivar del Valle, Spain with its Evoo Magnolio Cru. SCA San Francisco de Asís, Spain with his Evoo Montevilla Chorreo. Oli Oli Biodinamico, Spain with his Evoo Oli Oli Frantoio. Coop Olivicultores Valpaços, Portugal with its Evoo Rosmaninho Gourmet Cobrançosa. Tesoro de Guarrazar, Spain with its Evoo Tesoro de Guarrazar Ecológico. Therianos Family and their Evoo Therianos Family, Greece. Aceites Olivar del Valle, Spain with its Evoo Cerro del Tesoro. La Pontezuela SLU, Spain with its Evoo 5 Elementos Gran Selección. Almazara Deortegas, Spain with its Evoo Deortegas Picual. Isanatur SL, Spain with its Ecoprolive Cornicabra and Aceites Mirasol, Spain with its Evoo Conde de Mirasol.

Diplomas were also awarded to the first ten Evoos in the different categories, Fatty Acids, Total Phenols and levels of Oleocanthal.

There were two talks at the beginning of the awards ceremony. The first was given by Dr. José Antonio Américo, an expert in Dietetics and Nutrition, who congratulated the winners "these awards are given for their nutritional quality. That is, not like the other contests in Spain, which reward Flavour and Taste, Flavour and Taste correspond to the consumer himself, therefore, these tasting juries are based on a very subjective approach that damages the consumer so much. "Evoos said Dr. Américo, they are measured by their chemical composition, and that is what we do in our WBHEC Contest. Organolepsy, as we say, is an attribute of the human being, and cannot be the subject of a tasting jury, which will always be directed.

Dr. Américo has gone even further "I imagine that the juries of these organolepsy contests will have taken into account this past year and the present, that the judges will have made a negative PCR test before starting the tastings." Because as we know from Covid-19, both the taste and the smell are greatly damaged by the virus. "You cannot continue to deceive the good faith of the EVOO Producers, you have to tell them the truth. And the truth is based on chemistry, the other is are peanuts ". Said Dr. Américo. "Tastings are essential for EVOO, but they cannot be judged by a partial jury, which is the one on which the palates and smells of those juries depend. It is of no use to the consumer who has different tastes and smells. The only thing that guarantees that an EVOO is beneficial for the health of the consumer is the nutritional information, which must be attached to the EVOO bottle ".

Juan Antonio Tello, who is the Director of Laboratorios Tello - Tentamus, is a great chemical expert and a maximum connoisseur of Evoos. Thousands of EVOO samples pass through its Laboratory each year, and it is guided by the ISO 9000 Standards. "We are very happy with the results of this fifth edition because almost 50 samples have been presented and the results indicate that there is increasing quality among Producers of EVOO. That is why we are going to celebrate next year 2022, the Second Health Matters Convention, Health is what Matters. DM will be held from June 28 to July 1, 2022 at the Hotel Estival Torrequebrada. It will be the second multidisciplinary meeting, to which they are invited, Doctors, Chemists, Gastronomist, Chefs, Psychologists, Biologists and Nutritionist Dietitians and of course Evoo Producers. As always, it will have an international scope, and we highlight the First Keynote Conference that Cordelia Running will give, the co-discoverer of the Sixth Flavor, the Oleogustus, the Fat Flavor. It will be very important especially for Doctors, Chemical Experts, and Advanced Cooks. Above all, because it will open the door to a pending subject such as Obesity, the true Pandemic of the 21st century.

Likewise, world experts in the field of Science and Gastronomy will take part, such as Dr. Varela, and Rafael Ansón, President and Secretary General of the Spanish Nutrition Foundation. We will also have the presence of prominent Chefs such as Luis Andoni Aduriz from the Basque Culinary Center in San Sebastián and other prestigious Chefs. Also have the presence of the Mediterranean Diet Foundation and the International Olive Council IOC.

The Convention will be closed by Professor José Ordovás from Tufts University in Boston and Director of the Nutrigenomics Center of the Community of Madrid.

In addition, six Round Tables, more than 40 Abstracts, Posters and Presentations, six EVOO Tastings and an Exhibition of Trademarks will be held with the presence of more than 20 Countries and Communities that produce EVOO in the World



www.oleocanthal.es
www.oleocanthalsociety.com
www.wbhec.es
www.mdthewayoflife.com

+ info Clara Villanueva
info@wbhec.es