

The Intricacies of Olive Oil

Flavor Characteristics – Cooking and Frying – Enhancing Foods– Marketing

A one-day short course at the University of California Cooperative Extension Office
133 Aviation Blvd. # 109; Santa Rosa, CA 95405

Monday July 21, 2014

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8:30-9:00 am: Registration – Coffee and snack

9:00-10:15 am: **The Flavor Characteristics of Olive Oil: Part 1, Tasting.** Explore the aroma, bitterness, pungency and fruitiness of various olive oils. Learn why olive oils have different flavors and explore the influences of agronomics, varieties, fruit handling, processing techniques, and oil storage on olive oil sensory qualities. *Paul Vossen, Panel Leader of the University of California Cooperative Extension Taste Panel*

10:15 – 10:30 am: Break

10:30 – 11:00 am: **Using Olive Oil in Cooking: Can You Fry Food in Extra Virgin Olive Oil?** A demonstration of the smoke point of different oils and why some oils can tolerate more heat than others. *Richard Gawel, Research Scientist, Adelaide Australia*

11:00 – 11:45: **The Flavor Characteristics of Olive Oil: Part 2, Tasting.** Exploring the intricate flavors of different olive oils and learning to distinguish olive oils by their flavor. *Richard Gawel*

11:45 am – 12:15 pm: **Improving the Taste of Foods You Already Love, with Olive Oil.** How olive oil can complement or contrast with food to enhance flavor. *Michael Laukert, Chef Hundred Acre, Master Olive Oil Taster, Olive Oil Panel Judge, and Inventor of GLOP.*

12:15 – 1:00 pm: Lunch catered by *Rosso's Pizzeria*. Pizzas, salads, and various olive oils for comparison.

1:00-1:45 pm: **Marketing Olive Oil: Olive Oil in Contemporary America.** *Liz Tagami, Tagami International*

1:45 – 2:30 pm: **Putting It All Together: How Would You Use These Olive Oils and Why.** Comparison tasting of some interesting oils from around the world with four Master Tasters. Q & A + discussion. *Paul Vossen, Richard Gawel, Michael Laukert, and Liz Tagami.*

Instructors



Richard Gawel is a long time appointee as presiding judge of the Australian National and a head judge at the Los Angeles International, Japan International and New Zealand National extra virgin olive oil competitions. Richard is a former lecturer in culinary science at the Le Cordon Bleu, and sensory science at the University of Adelaide. He has authored a number of peer-reviewed scientific papers on polyphenols in extra virgin olive oil and wine, the interpretation of the language of food and wine, and on the consistency of expert tasters. Currently he is a full time research scientist working on taste active polyphenols. Qualifications: BSc, MAgSc, Grad Dip Ed., Grad Dip Wine Sc.



Michael Laukert is a chef, editor, author and specialty food consultant dedicated to his craft with over 25 years of experience. Since graduating from the Culinary Institute of America 1991, he began to establish his culinary foundation at Tra Vigne restaurant. Michael has consulted for numerous restaurants and food producers helping them conceive, produce and market over 200 specialty food items. He is responsible for the following specialty food brands: Michael Chiarello – Napastyle, Consorzio and Olio Santo. Jacques Pepin – Jacques Pepin specialty foods. Thomas Keller – EVO brand. Iron Chef Cat Cora's – CCQ restaurant. Kevin Fortun – Fortun Finishing Sauces and Finishing Touch Soups and Lorenza Pasetti – Un Mondo salami. Michael developed and wrote

recipes for his first book, *"Authentic Volpi" – Today's Delicious Foods made in Harmony with Old World traditions*. In addition he worked alongside Michael Chiarello creating Live Fire, Bottega, At Home and Tra Vigne cookbooks. Michael also served as the Culinary Director for over 175 episodes of the Emmy award winning Napastyle television series on PBS, Fine Living and Food Network. He is founder of Foodwurkz Consulting, dedicated to the specialty food and restaurant industry. Michael is the culinary director for Fortun Finishing Touch Sauces and Soups. Michael is currently chef, editor at Hundred Acre / One True Vine. The first issue of *One True Vine a journal of food, wine, life* was released in December 2012.



Liz Tagami is a Merchant Adventurer who has traveled to over 30 countries for major corporations such as Williams-Sonoma, Harry & David and Cost Plus World Market spotting trends, building brands and helping producers around the world find their niche in the marketplace. Her work includes advocating and educating about all that is delicious as a writer, speaker and olive oil judge on the international circuit.

Liz operates Tagami International, a brokerage for premium food and wine with a particular focus on extra virgin olive oil from the major growing areas in the world. She also operates Tagami Sourcing & Services, a consulting firm assisting start up, turn around and high growth specialty food companies. Her olive oil connections include past membership in the California Olive Oil Council, charter membership in the Extra Virgin Alliance, contributing writer for the Olive Oil Times, columnist for Gourmet News, panel speaker at the UC Davis Olive Center, speaker at the TerraOlivo Congress in Jerusalem 2010, 2011 and 2012, and speaker at the Culinary Institute of America Symposium on Olive Oil in Napa in 2012. She lectured in Argentina and Crete on olive oil marketing in 2012, and in April of the same year she led the western delegation from Australia, California, Israel, Italy and Spain to the Olive Japan in Tokyo. Tagami has been Director of International Relations for the Olive Japan Competition, Symposium and Marketing Events since 2012. She is trained in olive oil sensory assessment with UC Davis Olive Center, ONAOC, and other sources and tastes regularly with panel members on an independent basis. She serves on juries in Israel, Japan and California, and is a member of the UCCE Tasting Panel in Sonoma, California under Paul Vossen.



Paul Vossen has been a University of California Cooperative Extension (UCCE) – Farm Advisor in Sonoma and Marin Counties since 1980. His agronomic expertise is in the area of specialty crops including oil olives. He was a founder of the California Olive Oil Council, UC Davis Olive Center, and he developed the first olive oil taste panel in the USA to become recognized by the International Olive Oil Council in 2001. He is currently the panel leader for the UCCE taste panel in Santa Rosa, CA. As a UC researcher he works on the scientific evaluation of organic production practices for various crops including apples and olives and he has authored two UC manuals on organic production for those crops. He teaches many UC short courses and seminars on olive oil sensory evaluation, processing practices and olive growing techniques. He also works as a private consultant helping producers all over the world to make and market the best olive oil possible.