



A Descriptive Language for Table Olive Flavours

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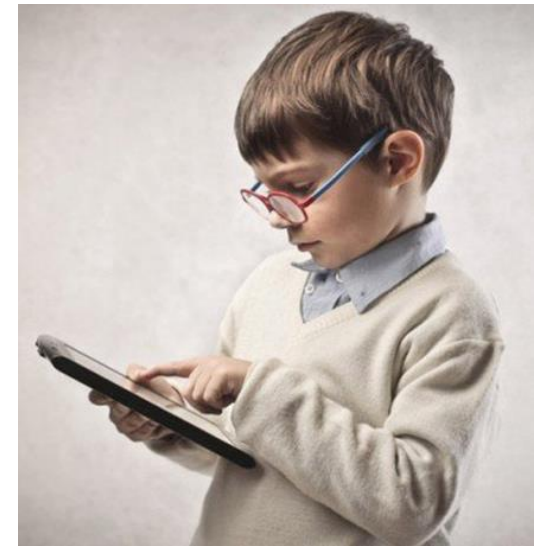
Consumers consistently seeking value and variety- change in consumer shopping behaviour



Traditional



Online



Present situation



What is the best way to describe and appreciate Australian table olives?



Survey

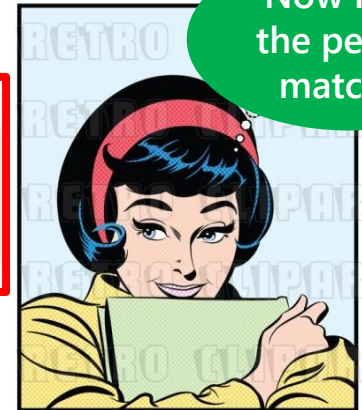
- ☒ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very Unsatisfied



Consumer
Survey

Sensory
Evaluation

Consumer
Testing



Now I got
the perfect
match!!!

AN OLIVE FOR EVERY OCCASION

BLACK RIPE OLIVES

Enjoyable any time of day—either as a quick daytime snack or with an elaborate evening meal. Also try

SLICED BLACK RIPE OLIVES for complementary flavor.

STUFFED OLIVES

Combine almost any food with this Mediterranean favorite for delicious and creative flavor.

NATURAL AND SEASONED OLIVES

Green, black and colored olives taste delicious with their natural flavors.

GREEN OLIVES

STUFFED WITH PIMIENTO

Commonly used for hors d'oeuvres and work well with sharp cheeses.

SPANISH GREEN OLIVE

This year-round favorite is flavorful enough to stand alone, yet adaptable to make any dish more memorable.

QUEEN OLIVES

When pitted, can be used for stuffing, cooking or just plain old snacking.



*Look for
the logo!*

AIOA Table Olive Classes 2018

	<p>Class 11: GREEN OLIVES</p> <p>Plain, whole olives only, no added flavours. In Brine.</p>		<p>Class 16: DRIED OLIVES</p> <p>Sun, salt and heat dried olives, including spiced and pitted</p>
	<p>Class 12: MEDLEY of OLIVES</p> <p>Plain, whole olives only, no added flavours. In Brine.</p>		<p>Class 18: SPECIALTY OLIVES</p> <p>Spiced and specially treated olives with declared country of origin ingredients</p>
 	<p>Class 13: OLIVES TURNING COLOUR & BLACK OLIVES</p> <p>All varieties EXCEPT KALAMATA OR California ripe processed. Plain whole olives only, no added flavours. In Brine.</p>		<p>Class 18(a): – flavoured WITHOUT garlic and/or chilli.</p> <p>Class 18(b): – flavoured WITH garlic and/or chilli.</p>
	<p>Class 14: KALAMATA OLIVES</p> <p>Plain whole olives only, no added flavours. In Brine.</p>		<p>Class 18(c): PITTED OR STUFFED OLIVES</p> <p>Olives pitted or stuffed with declared country of origin ingredients.</p>
	<p>Class 15: WILD OLIVES</p> <p>Small in size, variations in colour permitted, whole olives only. In Brine.</p>		<p>Class 19: TAPENADES</p> <p>Olive tapenades – various recipes.</p>

A description example



	Things to look for	Comments
Appearance	Blemish (does the olive appear blemished?)	Clean unblemished fruit characteristic of the Kalamata olive
	Colour (is the olive colour appealing?)	Appealing purple colour
Aroma	First impression - appealing or unappealing aroma? Aromatic, floral? Intense or subdued?	Appealing intense floral aroma
	Malodourous - abnormal fermentation – putrid, butyric, Zapateria (rotten leather) Winey-vinegary, nail polish solvent	No abnormal aroma
Flavour	Evidence of off flavours – rancid, musty, cooked, soapy, metallic, earthy, acidic	No off flavours
	Does the exhibit have any specific olive flavours? What are the levels of bitterness (minor to overpowering)? Evidence of other flavours including varietal, preservation (vinegar, oil), added flavourings (citrus, garlic, chili, herbs)	Pronounced olive flavour, with well-balanced bitterness.
	Flavour balance, Flavour transference - does the aroma match the flavour? Length of flavour (short to lingering)	Well balanced flavours and aroma with lingering flavours
	Saltiness, slight, just right, too salty Acidity - slight, just right, high	Saltiness and acidity just right
	Hardness - finger squeeze test – soft, firm, hard? Bite test – skin thickness – tough, resistant, fine	Firm texture, good skin thickness
	Chewing test - flesh texture– smooth, mushy, granular, lumpy, fibrous Crunchiness – low, moderate, high?	Smooth even mouthfeel with moderate crunchiness
Texture	Ease of flesh removal? Flesh-to-pip ratio, lean, fleshy?	Generous fleshy olive that easily bites away from the pip

Final tasting comment:

Attractive purple coloured fruit with no blemishes. Clean floral aroma flowing onto the palate with intense olive flavour and balanced saltiness. Well balanced flavours and aroma with lingering flavours. A firm texture with good skin thickness, moderately crunchiness and generous flesh. The lingering mouthfeel is smooth with balanced bitterness and acidity.

Table olive descriptors for Judging

SKIN: The skin of the fruit should be fine, smooth and not wrinkled, yet elastic and resistant to handling damage.

FLESH: Should be firm but not woody or granular. Green olives should have firm, crisp flesh, ripe or black olives will have softer flesh due to the fruit being more mature than green olives, however it shouldn't be soggy or flabby. The flesh should separate easily from the stone.

BLEMISHES: Blemishes should be absent however some white spots on green olives are natural, others such as gas pockets or blistering are caused by processing, and organisms.

COLOUR: Green olives should be bright green to strawy green colour. Some dulling may occur after several months in brine. Lye treated green olives are very bright green. Olives turning colour should be pale pink, and black olives vary from dark pink to black or winey colour.

BITTERNESS: The olive shouldn't be bitter to taste but some bitterness can be balanced by the amount of saltiness and olive flavour.

SALTINESS: The level of salt governs the flavour of the olive and must be balanced with the bitterness and acidity.

FLAVOUR: the olive should have an appealing fruit flavour, which for green olives often is a typical fermentation taste but retaining 'olive' character, and for black olives is a stronger olive flavour. There should be no 'off' aromas such as rancid, cheesy or faecal aromas.





WHAT MAKES A GOLD MEDAL TABLE OLIVE? On first impression a gold medal table olive has an attractive fresh-looking appearance with an absence of skin blemishes, pock marks, dents and bruises. The olive's colour, size and shape are consistent and in line with the class entered. The olive's aroma (and brine) is fresh, clean (fault free) and appealing. On the palate the olive's skin is firm but easy to bite (not tough). Flesh on green olives is firm but not woody. Flesh on black olives have reduced levels of firmness (i.e. softer) but not mushy. The olive has excellent olive flavour. Any added flavourings or fillings (herb, EVOO, garlic, chilli) are good quality and compliment the olive flavour – not overwhelm it. Bitterness and acidity and salt levels are in balance and neither are overpowering. A gold medal table olive is balanced, has great texture and is complex with a long flavourful finish. You will want to eat the whole bowl full.



GOORAMADDA OLIVES KALAMATA

26/30, Class 14

Great appearance, even colour and size, aroma slightly acidic, skin and flesh texture very good, prominent olive flavour, salt and bitterness in balance.



BEST IN CLASS 14



SALUTE OLIVA, SEMI DRIED OLIVES

27/30, Class 16

Semi dried large Kalamata, consistent colour and size, attractive appearance, lovely fruity aroma and flavour, flesh texture good with strong skin, bitterness lingers slightly and olive flavour strong and lasting, salt acceptable. Delicious.

🫒 **BEST TABLE OLIVE IN SHOW**

🫒 **BEST TABLE OLIVE IN SOUTHERN HEMISPHERE**

🫒 **BEST TABLE OLIVE IN AUSTRALIA**

🫒 **BEST IN CLASS 16**



BRUNY ISLAND OLIVES ROSE OLIVES

26/30, Class 15

Black and turning colour, no blemishes, attractive straw like aroma, skin texture slightly tough, flesh texture appealing, ripe olive flavour consistent with aroma with intensity and persistence, matches bitterness.



BEST IN CLASS 15

