

# THE JAPAN OLIVE OIL PRIZE

# WHO WE ARE

The **Japan Olive Oil Prize** (JOOP) is an **international contest** that aims at **promoting extra-virgin olive oils of all origins** in Japan, the Asian country where the demand for high-quality extra-virgin olive oil grows the most.

Our mission is to make sure that the efforts of genuinely passionate and proudly committed producers of high-quality EVOO are rewarded by being correctly introduced in the Japanese market, both at import and distribution levels. At the same time, we are fully committed to educating the Japanese consumer through masterclasses, seminars, and promotional events all year round.

We do all of that with our olive oil drop mascot, **Joopy!**



# THE JAPAN OLIVE OIL PRIZE

# OUR VALUES

## QUALITY

Granted by our  
world-renowned  
board of jurors

## FAIRNESS

Unbiased evaluation  
granted by blind tasting  
in full accordance  
with EU regulations

## INNOVATION

New ideas for the  
Japanese market  
and the Design Award



# OUR AFFILIATIONS AND COLLABORATORS



EMBASSY OF THE  
REPUBLIC OF CROATIA  
IN JAPAN



aicep Portugal Global



Embassy of Greece  
in Japan



Embassy of Italy  
Tokyo



Embassy of the  
Republic of Tunisia  
in Japan



Japan Olive Institution Co.,Ltd



# OUR INTERNATIONAL TASTING PANEL 8 NATIONALITIES



**Kostantinos  
Liris**  
GREECE

**Antonio G.  
Lauro**  
ITALY

**Miciyo  
Yamada**  
JAPAN

**M. Angeles  
Calvo Fandos**  
SPAIN

**Eleftheria  
Germanaki**  
GREECE

**Aida  
Lazzez**  
TUNISIA

**Fernando  
Martinez Roman**  
SPAIN

**Birsen  
Pehlivan**  
TURKEY

**Na  
Xie**  
CHINA

**Hiromi  
Nakamura**  
JAPAN

**Mariko  
Shimada**  
JAPAN



## THE NUMBERS OF JOOP 2023

**538**

EVOO

**23**

COUNTRIES

**60+**

ARTICLES

**30+**

PROMOTIONAL  
ACTIVITIES

# WHAT WE DO TO PROMOTE EVOOs



**Open days** for local importers, **seminars** at top Japanese cooking schools, **masterclasses**, participation in **international trade fairs**, **collaborations** with department stores, restaurants and influencers.

The **award ceremony** of JOOP is held every year in Tokyo.



**JAPAN AND EVOO**



**DESIGN AWARD**

Starting from 2020 we decided to award also producers who have committed with passion to communicate the identity of their product through the **logo**, the **bottling**, and the **packaging**: **all very important details in a market like the Japanese one.**

Each year, the panel of the jury for the **JOOP DESIGN AWARD** is comprised of some of the most prestigious names in the field of design and architecture from the most represented countries of the competition and the hosting one. Among them, **Kengo Kuma, Paolo Lissoni, Karim Rashid.**



# SOME OF OUR EVENTS



## 2021 MASTERCLASS AT ROKKO SILENCE RESORT

An entire week dedicated to EVOO completely immersed in the mountains surrounding Kobe.



## 2022 MASTERCLASS AT HATTORI NUTRITION COLLEGE

One of the most prestigious cooking schools of Japan: We presented the benefits of EVOO to over 60 future chefs with tastings of some of the winning oils of JOOP.



# SOME OF OUR EVENTS



## 2022 ITALIA AMORE MIO 2022

EVOO promotional corners and press conference at the event "Italia, Amore Mio!", the biggest Italian festival in Japan.



## 2023 TOKYO INTERNATIONAL GIFT SHOW

Seminars at Tokyo International Gift Show: we presented the winning oils of the 2021 and 2022 editions of JOOP Design Award at Japan's largest lifestyle & gift trade show.

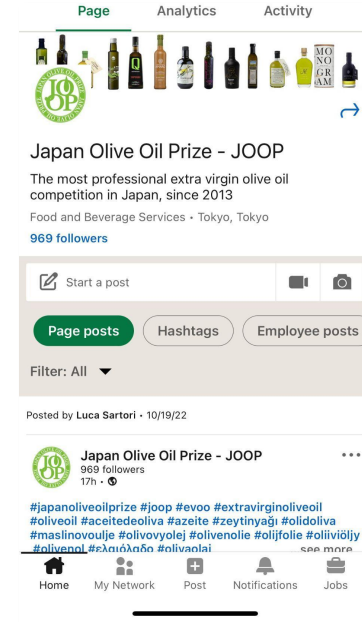
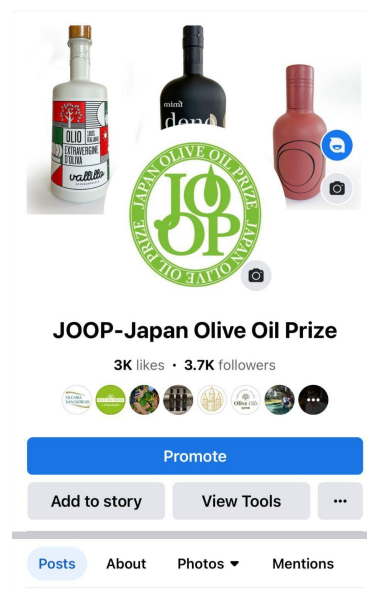
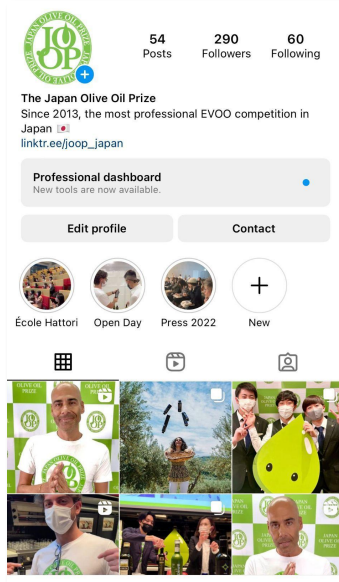
# INTERNATIONAL PRESS RELEASE



In 2022 more than 70 newspapers around the world featured JOOP and its EVOOs. Among them, Marie Claire Japan (Japan), Olimerca (Spain), ANSA (Italy), Agroportal (Portugal), Karar (Turkey).

**Check all of them on our official website in the media section!**

# OUR SNS CHANNEL



We are active three times a week on **Instagram**, **Facebook**, and **LinkedIn**.



**FOR ANY FURTHER INFO PLEASE CONTACT US:**

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