



1st annual Texas Olive Oil Tasting & Contest

Come join the Texas Olive Oil Council and Threadgill's North to celebrate the burgeoning Texas olive oil industry and the South and Central Texas growers who recently harvested a bumper crop of the freshest, extra virgin olive oil on the planet. This confidence will be put to the test when a celebrity panel judge their 2010 crop of Texas olive oil in a blind taste test against the best from Argentina, Italy and Spain, countries recognized as some of the greatest producers of olive oil in the world. An estate olive oil from Ciudad Acuña, Mexico will also be competing.

The event will feature Texas olive oil tasting stations and a screening of the "Texas Olive Trails" film coming to PBS stations in June 2011. www.texasoliveoilcouncil.org

Threadgill's will feature their signature home cooking prepared with authentic Texas olive oil. The judging and screening will be followed by a special concert featuring TexMex accordion maestro & Grammy award winner Joel Guzman Band (featured in the "Crazy Heart" movie).

The olive oil industry is a healthy economic boost for Texas agricultural community. It has revived idle farmland and brought diversity to the state's agribusiness. The Texas Olive Oil Council, USDA, and Texas Department of Agriculture have also launched several research and education programs to support the growth of Texas' newest cash crop. Industry leaders believe that olive growers' success will ultimately flow into other sectors. And now some of the growers, such as the Texas Olive Ranch, have raised the visibility of this uniquely "homegrown Texan" product as extra-virgin Texas olive oil is now available in H-E-B, Central Market, and Whole Foods stores throughout the state. www.texasoliveoilcouncil.org

Sat. March 26, 2011 | 6 - 11pm.

Threadgill's North . 6416 N. Lamar . Austin, Texas . 512-458-5704

- 6:00 pm: Meet N' Greet Texas Olive Oil growers & producers / sample the 2010 crop of Texas Olive Oils
- 7:00pm: 1st annual Texas Olive Oil Tasting competition "Texas vs. the World" judged by a celebrity panel that includes Texas chefs, Media food critics, Consul of Italy, State Senator of Coahuila, Mexico, Joel Guzman and Todd Staples (Texas Agriculture Commissioner).
- 8:00pm: Screening **Texas Olive Trails** film
- 9:00pm: Concert - featuring Grammy Award winner **Joel Guzman Band**



Olive growers & olive oil producers represented at the event include:

- Texas Olive Ranch (Carrizzo Springs) • Farrell's Olive Ranch (Cotulla) • Anderson's Olive Farm (Dilley)
- Bella Vista Orchard (Wimberley) • Jewett Farm (Moulton) • Val Verde Orchard (Del Rio, Texas)
- Corpus Christi, Texas (from cir. 1942 olive trees) • Bel-Asher (Asherton, Texas from cir. 1914 olive trees)
- Rancho La Espiga (Ciudad Acuna, Mexico) - launching Rancho De La Cruz olive oil
- Dick & Susan Hansen (Hansen's Olive Farm, La Pryor) • Josh Swafford & Curtis Mickan (Central Texas Olive Farm, Walburg)
- Paul Conly (Conly Olive Orchard, Asherton, Texas) • Salvatore Guarina (Partanna, Italy)
- Spain & Argentina 2010 extra virgin oils

Segments of the tasting & competition event will be filmed for inclusion in the Texas Olive Trails film. Prior to each olive oil entry, a short video segment will be shown of each contestant.

