

INTERNATIONAL PACKAGING COMPETITION FOR STANDARDIZED OLIVE OIL “AMPHOREAS TROPHY 2025”

COMPETITION REGULATION

Within the framework of the International Exhibition **FOOD & DRINKS by Detrop**, of the Thessaloniki International Fair “**ΔΕΘ-HELEXPO**”, the **Scientific Club of Olive Oil & Olive Friends “FILAIOS”**, in an original and innovative initiative with the participation of the consumer public, organizes the International Packaging Competition for Standardized Olive Oil, entitled “**AMPHOREAS TROPHY 2025**”.

A. PURPOSE – OBJECTIVES OF THE COMPETITION

1. To promote and highlight the packaging and, more generally, the image and presentation of branded standardized olive oil of all categories, as an important part of commercial activity and of the sector’s overall outward orientation.
2. To reward enterprises that lead the way in making their products available in a controlled and verifiable manner (branded products), while also being innovative, functional, attractive, and consequently recognizable by the wider consumer public (packaging, labeling, overall presentation).
3. The competition is conducted on the basis of four (4) evaluation criteria:
 - a) Container (bottle, can, etc.)
 - b) Label (including logo)
 - c) Overall presentation (naming, bottle, design, concept)
 - d) Innovation – functionality

B. PARTICIPATION PROCEDURE – TERMS

1. RIGHT OF PARTICIPATION

Eligible to participate in the “PACKAGING COMPETITION FOR STANDARDIZED OLIVE OIL” are all companies engaged in the standardization and/or trade of olive oil, regardless of size/type/material of container.

2. SUBMISSION PROCEDURE

a) A completed Application Form (see Annex) with the full details of the company. By submitting the Application, participants automatically declare that they accept the terms of participation in the Competition.

- b) Two (2) empty samples of the containers to be entered in the competition.
- c) Three (3) copies of the labels or packaging, or three (3) photographs of all sides of lithographed packaging, as applicable, against a neutral/white background.
- d) A copy of the proof of payment of the participation fee.

3. SUBMISSION REQUIREMENTS

- a) Products entered in the competition must already be on the market. Each participating company guarantees and bears responsibility that it is the rightful owner of the submitted entry.
- b) By submitting the Application, each competitor grants the Organizer and the Evaluation Committee irrevocable permission to use, review, evaluate, examine, and otherwise analyze their entry in direct connection with the organization and conduct of the Competition. The Organizer retains the right to use, reproduce, distribute, and publicly present the competitor's entry for advertising, promotional, or competition purposes strictly within the framework of the Competition. Ownership rights of the products remain with the companies to which they belong.
- c) Competing products must indicate content in metric units (volume or weight), legally circulated within the EU.
- d) Products for which an Application has been submitted must be delivered to the Secretariat of FILAIOS, 20 Solonos St., 176 74, Kallithea, no later than November 3, 2025, in packaging marked: *"AMPHOREAS – PACKAGING COMPETITION FOR STANDARDIZED OLIVE OIL"*. Products submitted for competition will not be returned.

4. PARTICIPATION COST

The participation fee is €150.00 plus 24% VAT (total €186.00) for each entry. For entries involving more than one sample, the fee for each additional sample is €120.00 plus 24% VAT (total €148.80) per sample.

The applicable amount may be paid in cash or deposited into one of the following bank accounts with the note: *"IOOC AMPHOREAS TROPHY 2025"*:

FILAIOS – CLUB OF OLIVE OIL FRIENDS

- ALPHA BANK, **IBAN: GR64 0140 1200 1200 0200 2009 914**
- PIRAEUS BANK, **IBAN: GR67 0172 0490 0050 4910 1254 205**

5. SCORING – JURY

a) An Evaluation Committee will be convened, whose members' names will be made available to participants. After ensuring compliance with requirements, the committee will vote for the best entries based on the following criteria:

- i. **Product aesthetics:** To what extent the overall appearance makes the product attractive.
- ii. **Ecological profile:** To what extent the packaging materials are safe for the consumer and environmentally friendly.
- iii. **Practicality:** To what extent the packaging meets consumer needs for the product.
- iv. **Cost-effectiveness:** To what extent the packaging impacts the product's economic viability in the market.
- v. **Consumer information:** To what extent labeling (primary and secondary) provides complete and informative details.

b) Valid entries, with accompanying photos and required information, will be posted on a special platform where the public will be able to vote for their favorite until Saturday, November 8, 2025, when online voting will close.

c) The 10 best-ranked packages will then be exhibited in a dedicated space under the supervision of FILAIOS, at the FOOD & DRINKS by Detrop Exhibition of ΔΕΘ-HELEXPO, on November 14–15, 2025, along with relevant information about their packaging. Exhibition visitors will have the opportunity to cast live votes for their favorite packaging.

d) The final score and competition results will be determined as follows:

- Jury score: 20%
- Online voting score: 30%
- Live audience voting score: 50%

e) The awards to be presented are:

- PLATINUM AMPHOREAS
- GOLD AMPHOREAS
- SILVER AMPHOREAS
- AMPHOREAS COMMENDATION

6. ORGANIZING COMMITTEE

a) The Competition is held under the auspices of a four-member Organizing Committee, consisting of internationally recognized scientific and professional experts in olive oil.

b) The Organizing Committee has exclusive authority and responsibility for addressing and resolving all matters related to the organization and conduct of the Competition.

c) The Committee is also responsible for upholding rules of ethics, confidentiality, and equal treatment of all participants throughout all stages of the Competition.

d) The Committee reserves the right to postpone, cancel, or modify the Competition if technical issues compromise its security and objectives, as defined by the Organizer. The Organizer reserves the right to reject entries that do not meet the terms and conditions.

e) The decisions of the Organizing Committee are final and irrevocable.

7. ANNOUNCEMENT OF RESULTS – AWARD CEREMONY

The names of the Competition winners will be made public via a Press Release, posted on the websites of FILAIOS and ΔΕΘ – FOOD & DRINKS, and disseminated through the media (press, magazines, social media, etc.), as well as during special events and conferences organized or attended by FILAIOS.

Participants may request and obtain the scoring of their submitted samples from the Organizing Committee by submitting a written request to the Secretariat of FILAIOS.

Awards will be presented during an official ceremony to be held at the FOOD & DRINKS International Exhibition in Thessaloniki, on November 15, 2025.

Award-winning participants of the “IOOC ALAVASTRON TROPHY 2025” may publicize their distinction to the general public. They may also place stickers on the packaging of the awarded brand, indicating the Competition and the prize category.

ANNEX
INTERNATIONAL PACKAGING COMPETITION FOR STANDARDIZED OLIVE OIL
“IOOC AMPHOREAS TROPHY 2025”

APPLICATION FORM

I, the undersigned
as the legal representative of the company
VAT No.: Address:
Tel.: Mobile:
E-mail: Website:
which standardizes/distributes branded standardized extra virgin olive oil of the category
(Conventional, Organic, PDO, PGI, etc.)
.....
under the trade name
.....
hereby:

1. Apply for participation with the above trade name and category of standardized olive oil in the packaging competition **“AMPHOREAS TROPHY 2025”**, organized by the Scientific Club of Olive Oil Friends FILAIOS in cooperation with and supported by the Thessaloniki International Fair.
2. Declare that:
 - a) I fully accept the terms, conditions, and procedures of the Competition and waive any rights regarding decisions on its conduct and results.
 - b) I consent to the use of information concerning my company for Competition purposes, within the framework of promotion and dissemination of information within the EU and internationally.
3. Submit/Provide for the above trade name and prize category:
 - Two (2) bottles of ml with branded standardized product.
 - Three (3) copies of the labels or packaging, or three (3) photographs of all sides of lithographed packaging.
 - Copy of proof of payment of participation fee.

Place: Date:

(Company Stamp / Signature)