



**Media release  
23 August 2021**

### **Go For Gold, and be part of an attempt to set a Guinness World Records with Cobram Estate**

In May 2009, 12,909 people gathered in the Spanish city of Jaen and set a Guinness World Records for the biggest olive oil tasting event. Inspired by the success of the Australian athletes at the recent Tokyo Olympics, Australia's number one extra virgin olive oil brand, [Cobram Estate](#), is challenging Aussies to go for gold and hit the record books.

On Thursday 28 October, Cobram Estate will host what it hopes will be the biggest olive oil tasting ever, with participants joining Dr Joanna McMillan, chief oil maker Leandro Ravetti and Cobram Estate co-founder and chairman Rob McGavin online.

"It's been a tough 18 months for everyone, but we saw what an uplifting occasion the Olympics was for Australians, particularly those who were in lockdown," said McGavin.

"We thought it would be great to get as many people as possible involved in an event where they could go for gold too, and the idea of a world-record tasting began to form."

Of course, with Covid restrictions still in place, the best option was to create a virtual event, where McGavin hopes more than 13,000 Aussies will join in.

"Our virtual masterclasses are always a lot of fun, but this one will be better than ever," continued McGavin.

"Leandro will lead the tasting and talk about food pairings, Dr Jo will tell everyone about the health benefits of extra virgin olive oil and the Mediterranean diet, there'll be a live Q&A session, and we're giving away a year's supply of Cobram Estate Extra Virgin Olive Oil to 10 lucky participants as well as 10 special, limited edition bottles of Ultra-Premium Hojiblanca 'Liquid Gold'."

To take part in the huge Go for Gold masterclass, participants need to register on the Cobram Estate website by Thursday, 30 September. The virtual ticket costs \$10, which includes delivery of four 50ml bottles of Cobram Estate oils, including the award-winning Limited Edition Ultra-Premium Hojiblanca, five official tasting cups, a selection of Stone and Grove olive leaf teas, and an exclusive range of online offers.

"We've been running these virtual tastings for just over a year, and they've proved extremely popular, especially with so many people spending more time at home," said McGavin.

"This is a great opportunity to show Aussies are world beaters at every level. If you've thought about doing a masterclass before, want to know more about olive oil and become more confident using different types, or you've done a tasting with us previously and want to do something huge, join us to create a new world record and put Australia into the Guinness World Records.

Chef Neil Perry has already registered as well as St Kilda Football Club legend and Celebrity Masterchef contestant Nick Riewoldt, and TV presenter Diana Chan.



“We’ll bring the gold to you when you order your virtual tasting box and you can bring the gold home for Australia when you join us on 28 October.”

**What** Cobram Estate Go for Gold virtual EVOO masterclass and tasting  
**When** Thursday, 28 October at 7.30pm  
**Cost** \$10, includes delivery of tasting pack of oils, cups and offers  
**Sign up** Before Thursday, 30 September at [cobramestate.com.au/virtual-tasting](https://cobramestate.com.au/virtual-tasting)

Website and Cobram Estate journey: <https://cobramestate.com.au>

Instagram: <https://www.instagram.com/cobramestate/>

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### **About Cobram Estate**

Cobram Estate (ASX:CBO) is one of Australia’s most trusted and loved Australian-owned and grown food brands. With olive groves located along the Murray River in north-west Victoria, we have been producing Australia’s most awarded Extra Virgin Olive Oil since 1998.