

Benedetta Lami grew up in Tuscany ( Italy ) amongst the olive groves and was taught to appreciate good olive oil since a very young age.

Professional olive oil taster since 2007 ( I.O.O.C method, Dr. Luciano Scarselli ) , over the past 13 years she has attended a great number of informative tasting courses both with local and international experts, and an Olive Oil Sommelier Masterclass in Florence, Italy.

She is a member of the official SA OLIVE Panel since 2009 and regularly takes part in the tastings for certification of extra-virgin olive oil.

She has been on the Panel for the SA OLIVE AWARDS and for the ABSA TOP 5 and TOP 10 competitions, as well as on the Sol D'Oro Southern Hemisphere Panel for the Cape Town 2015 and the Melbourne 2016 competitions.

Since 2002 she has been organizing and tasting in the MARCO ZICHELLA AWARD, olive oil competition in memory of her late father .

She has given olive oil appreciation and tasting courses both in South Africa and in Italy.

She is an enthusiastic Ambassador for good quality EVOO and promotes South African Olive Oil with great passion.

In January 2018 she became an Associate of the prestigious Register of the Extra Virgin Olive Oil Savantes after passing a challenging test.

In October 2019 she became a Silver Savantes Associate at the Olive Oil Tasting World Championship in Spain where she was the leader of a South African Tasting Team.

She is the Sole Agent for Southern Africa of MORI-TEM, an Italian company who produces top quality olive oil extraction equipment.