



TRUE *character*



A CHARACTERFUL HISTORY

An **ancient** process

Olive oil has been made since around 6000BC – before humans had even created written language

Humble origins

All olive trees are descendants of a single wild olive tree that grew in the Mediterranean basin – from this solitary founder some 2000 varieties have emerged

Spreading the goodness

Around 4000BC enterprising merchants developed vessels called amphorae to transport olive oil around the Mediterranean

Multiple **uses**

The ancient Egyptians used olive oil as a cosmetic, whilst the Greeks used it for birth control

Revered & protected

In 300BC the writings of Aristotle reveal that the city of Athens made the cutting down of an olive tree punishable by death

A **Roman** influence

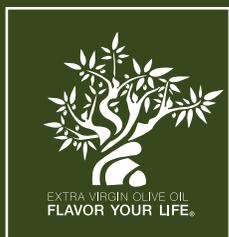
As the Roman Empire spread across Europe around 100AD they took olive oil with them and created a culinary tradition that has flourished to this day across the continent

Welcome to **America**

In the eighteenth century, olive oil was introduced into America, initially for use as a dressing on salads instead of butter

Standing the **test of time**

Some olive trees can live for up to 2000 years, and still produce delicious fruit!



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WHAT BRINGS TRUE CHARACTER TO EXTRA VIRGIN OLIVE OIL?

Plenty of variety

There are more than a thousand varieties of olive grown across Europe, each with its own distinct characteristics

Well-bred

Olive oil orchards have been carefully cultivated, often for generations, by their European farmers, to develop rich, characterful fruit

Pressed when fresh

Olives are pressed within a day or two of harvesting to ensure that the resultant oil doesn't start to oxidise and retains the character of the fruit it is derived from

Cold pressed

Extra Virgin Olive Oil is made by pressing the juices from olives without the use of any heat or chemicals

Low acidity

Extra Virgin Olive Oil must have an acidity level of less than 0.8% - so has virtually no acidic properties

Tasted by experts

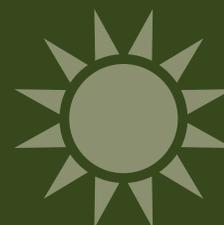
A panel of expert tasters, appointed and trained by the International Oil Council, test for taste defects and for the presence of positive attributes like spiciness, bitterness and fruitiness

Seasonal variation

Olives harvested early in the season are under-ripe and produce more pungent, greener oils, whilst those picked later in the year deliver mild and buttery notes

Proper storage

Olive oil should be stored in a firmly-sealed bottle in a dark, cool (but not chilled!) place - 57°F is its ideal storage temperature



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BRINGING TRUE CHARACTER TO YOUR FOOD

Pair it

Extra Virgin Olive Oil can be paired, like wine, with ingredients that suit its individual character like fresh herbs and delicate leaves

Heat it up

Extra Virgin Olive Oil can be heated up to 400 degrees, which makes it a great way to add flavor to anything you're frying

Great for a bake

Olive oil is delicious in baked goods, adding depth to recipes that call for butter, shortening, or neutral oils. It works really well in cakes and cookies

Perfect poaching

Fish and vegetables become really delicious when they are poached in a delicate olive oil – an easy way to achieve great results

Enjoy a dip

Dipping freshly baked bread into a variety of lightly flavored olive oils is another great way to make the most of this versatile ingredient

Blend it

Olive oil blended in with any beans and a few herbs makes a delicious hummus – or switch some nuts for the beans and create a pesto!

Love your veg

Vegetables roasted in olive oil are deliciously satisfying, and steamed vegetables really benefit from a quick drizzle of olive oil just before serving

Be adventurous!

Try a dash of olive oil on roasted fruit, or a slice of fresh melon. And it's great with cheese and cured meats too, so don't be shy; give it a go!



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