

## KNOW YOUR EVOO

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### WHY EXTRA VIRGIN OLIVE OIL (EVOO)?

A quality EVOO is the only natural olive oil that is uncompromised and offered without loss of health benefits, natural aromas and flavours.

Pure olive oil, light olive oil and extra light olive oil are refined olive oils and do not have the taste and health benefits of EVOO.

### ARE EVOO'S ALL THE SAME?

No! Just as wines have many variations in terms of quality, flavour, aroma and variety, the same is true for EVOO.

### WHAT MAKES A GOOD EVOO?

Three factors make a quality extra virgin olive oil, cultivation and milling, freshness and skilled blending.

#### CULTIVATION & MILLING

It starts in the grove with olive variety, the right climate and an experienced farm team. Milling the olives within 12 hours of harvest is essential to achieve freshness.

#### FRESHNESS

The olive must be cold pressed to retain freshness and health benefits and stored in an oxygen free environment, both in storage tanks and as part of the bottling process.

#### AN EXPERIENCED BLENDER

Just as an experienced winemaker delivers a superior wine, it is vital to have an experienced blender to ensure a balanced and consistently delightful EVOO.

### HOW DO YOU TO BUY A GOOD EVOO?

The label will tell you. Always look for Extra Virgin Olive Oil.

Olive oil, which is labelled pure, light or extra light is poor quality oil which has been refined to remove bad taste or quality.

#### COLD PRESSED

This tells you the olives have been milled at <30°C retaining all the good healthy antioxidants, vitamins and importantly its fabulous taste and aroma.

#### CERTIFICATIONS

Look for Government or Association certifications. These certifications guarantee you are buying EVOO.



**SELECT DARK COLOURED BOTTLES**

EVOO is a totally natural product and light reduces the quality of taste and aroma. Dark bottles reduce the deterioration.

**CHOOSE AUSTRALIAN EVOO**

Australian EVOO's are now considered one of the finest EVOO's in the world due to their freshness, taste and aroma.

**CHOOSE PENDLETON EVOO**

Multi award winning, Australian cold pressed EVOO

**Committed to supplying only the highest quality extra virgin olive oil**

Pendleton Fine Foods