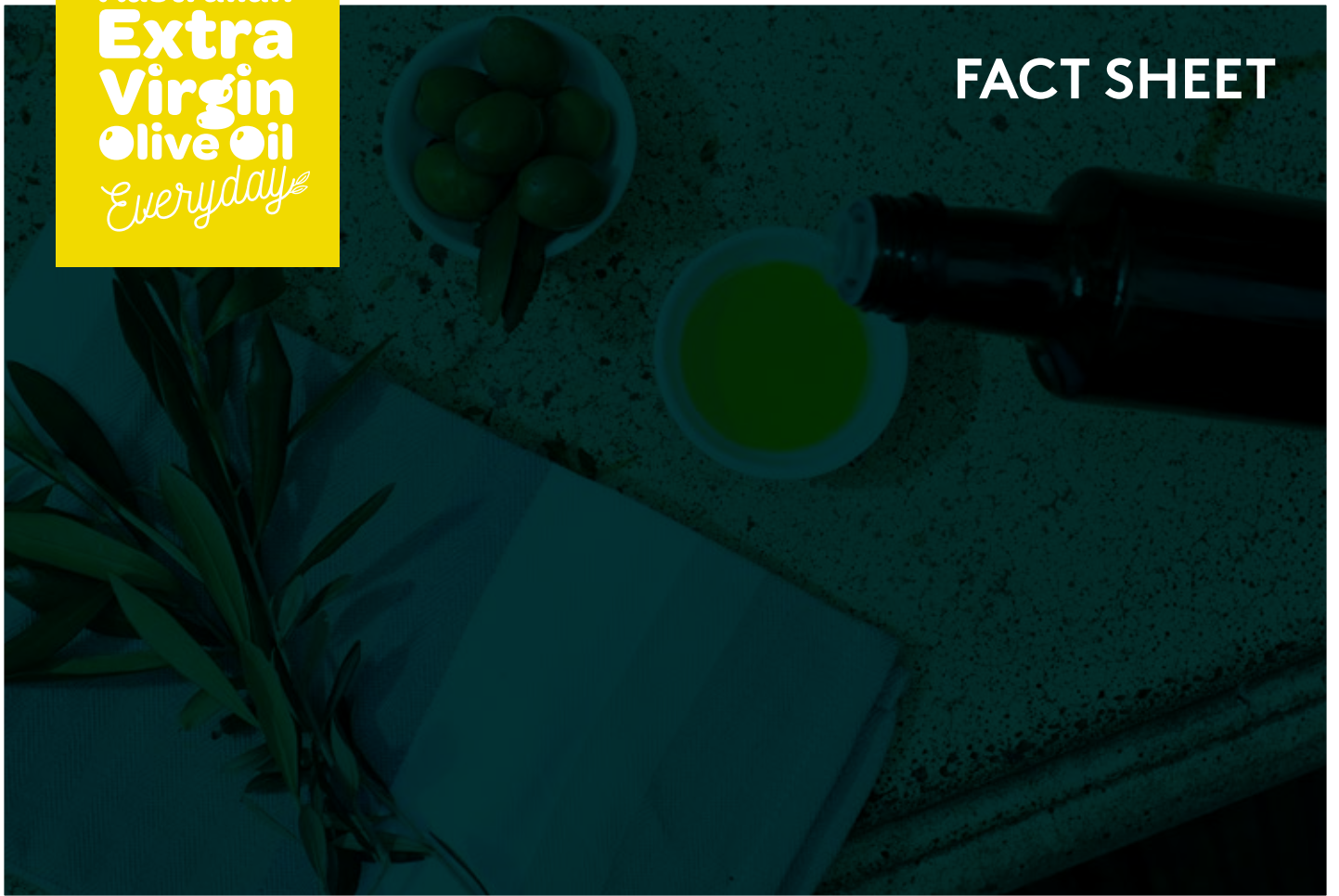


Australian
**Extra
Virgin**
Olive Oil
Everyday

FACT SHEET



SELECTING **HIGH- QUALITY** EXTRA VIRGIN OLIVE OIL

Not all extra virgin olive oils are created equal. Look for these characteristics in order to select high-quality Australian Extra Virgin Olive Oil.

SELECTING HIGH-QUALITY EXTRA VIRGIN OLIVE OIL

Extra Virgin Olive Oil shares some similarities with wine in the diverse range of flavours and styles available.

Like wine, the quality and taste of Extra Virgin Olive Oils are influenced by geographical factors, timing of the harvest and care of the growers and producers.

Unlike wine, Extra Virgin Olive Oil (EVOO) is best when it's fresh (within the first 12 months of harvest), meaning that minimising the time from the tree to table is vital.

The characteristics of quality Extra Virgin Olive Oil

Aroma

High quality and fresh EVOO should smell fresh like cut grass, salad leaves, tropical fruit or vegetables.

Colour

Colour varies greatly with EVOO based on the variety of olive and time of harvest, so has very little to do with the freshness and quality of the oil.

Flavour and Texture

A quality Extra Virgin Olive Oil should feel fresh and clean in the mouth. If it leaves an unpleasant, fatty coating on the tongue or mouth, it is old or rancid EVOO. Fresh EVOO may have nutty, fruity, peppery, bitter, rich, strong, butter or grassy notes.

The mark of quality

Given the high production standards and superior quality and freshness of Australian Extra Virgin Olive Oil (AEVOO), the Australian Olive Industry has developed a code of practice symbol to make it easy for chefs and consumers to identify AEVOO.

When you see the code of practice symbol, it indicates that a producer is the signatory to the Australian code of practice, now known as OliveCare®, meaning:

- ✓ The oil is high quality, clean and fresh
- ✓ The product is tested each year to ensure it meets a premium standard
- ✓ The producer has good grove management processes
- ✓ The producer undergoes chemical testing on a regular basis and must also pass an organoleptic (taste and smell) test



Why choose Australian?

Of all the mainstream edible oils, EVOO is the only oil that is not chemically or physically refined and rectified, meaning it is 100% the natural juice squeezed from the fruit of the olive.

Being such a fresh and natural product, it does deteriorate with age. Therefore, carefully selecting EVOO is vital in order to realise all the flavour and health benefits.

The Australian Standards for EVOO production are some of the toughest in the world, and certified producers must comply with a broad range of requirements, including:

- ✓ Labelling clearly outlines whether the oil is natural

or refined, and minimises consumer confusion

- ✓ The producer complies with the most current and effective testing methods for quality and authenticity
- ✓ The producer provides a technical basis for 'best before claims'
- ✓ Misleading terms such as pure, light, extra light and lite are not used
- ✓ Describes country or region of origin
- ✓ Processing methods are substantiated

Choosing certified AEVOO ensures you're purchasing the highest quality EVOO.

CHECK THE DATE

Certified Australian Extra Virgin Olive Oils proudly display harvest date and best before dates on their bottles so you can trust that AEVOO is fresh.



Everyday