

# TAKING THE MYSTERY OUT OF EXTRA VIRGIN OLIVE OIL

## Introduction:

1. Import and Distribute Agraria Riva del Garda products including EVOO, ULIDEA Olive Dust and Imperiale Pate di Olive.
2. Lived on an Olive Farm for 10 years Tuscany
3. Certificate from Slow Food in Extra Virgin Olive Oil
4. Member Georgia Olive Growers Association and The American Olive Oil Producers Association
5. Teach classes in USA to educate consumers on the benefits of REAL EVOO
6. I am known in the USA as an "Oilvangelist"

## What is Olive Oil?

1. Fruit of the olive – 700+ Varieties – Two oils produced from a fruit instead of a nut or flower. Avocado is the other one
2. EVOO contains no trans fats, no cholesterol, no sodium and no carbohydrates
3. One tablespoon contains 14 grams of fat and 120 calories – it's the GOOD fat
4. EVOO is rich in monounsaturated Fatty Acid (MUFA) which lowers LDL Cholesterol and raises your HDL Cholesterol

## Things that affect quality and amount of Health Benefits in EVOO

1. The amount of polyphenol and other health benefits called oleocanthal varies from 50 to 800 mg per kilo depending on the olive cultivar, where it is grown, how much water the tree receives, ripeness of the fruit at harvest and the milling and extraction process
2. Irrigation decreases the amount of oleocanthal in the olives
3. The later the harvest, the less oleocanthal in the olive – 43% decrease in 60-day period
4. Heat, light, air and age decrease the amount of oleocanthal in the EVOO
5. The oleocanthal gives EVOO its pepperiness, bitterness and other prized sensory characteristics

## Health Benefits

1. Mediterranean Diet pyramid where olive oil is a major contributor to good health
2. Gary Beauchamp, PhD in Biopsychology at the Monell Chemical Senses Center in Philadelphia PA, discovered - through chemical analysis- that there was a connection between ibuprofen and EVOO. Tests over 6 years discovered that polyphenols and other minor components in EVOO make up 2% of the total volume and are the main source of the health benefits; he named it Oleocanthal
3. Real EVOO used every day in a person's diet vs ingesting other fats has the following health benefits per 100s of studies over the past 15 years: Lowers Cholesterol, delays Alzheimer's, reduces tumors in breast and prostate, reduces pain & helps build cartilage, lowers blood pressure, increases cardiovascular health, helps healthy brain aging, reduces chance of type-2 diabetes, reduces effects of Rheumatoid Arthritis & Osteoporosis, helps prevent strokes, protect against depression, helps prevent skin cancer to name a few.

## History of EVOO:

1. Olive pit fossils found that are 12 million years old & first known trees in Crete & Syria with first known production in Greece 5000 BCE
2. Uses of Olive Oil in Ancient Greece: Food, Fuel, Skin Lotion, Contraceptive, Detergent, Preservative, Pesticide, Perfume; Cure for heart ailments, stomach aches, hair loss, flatulence, excessive perspiration; weapon by boiling and pouring over walls of castle
3. Per Nigel Kennell, specialist in Ancient History: People spent the same percentage of their income for olive oil in ancient Greece as we spend on petroleum products today
4. It was punishable by death in ancient Greece to cut down an olive tree.
5. Olive Oil is used in all three major religions to "anoint." The word "Christ" means "Anointed" and comes from Chrism, which means "to anoint with oil". A dove brought Noah an olive branch – the symbol of peace

## World-wide production of Olive Oil

Spain 45%, Italy, Greece and Morocco close to equal production in 2018, US .05%  
United States

1. 95% of the olive oil consumed in the US is imported
2. US is not a member of the International Olive Council, so quality of oil imported is not regulated.
3. Over 90% of Olive Oil in the US labeled as Extra Virgin is questionable as to what it really is...

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SEE YOU AT  
**PAVILION C**  
**STAND C6**

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**46° PARALLELO - Organic**

**Color:** yellow with visible green highlights.

**Aroma:** medium fruity with fresh notes of mown grass, as well as bitter notes of rocket and green almond.

**Flavor:** decidedly harmonious and balanced, with clear, bitter notes and more pronounced spicy notes. Leaves a lingering pleasant sensation in the mouth.

It enhances even the most delicate foods, from **raw vegetables** to **fish dishes**, without overwhelming their flavor.



**46° PARALLELO - Blend**

**Color:** yellow with visible green highlights.

**Aroma:** medium fruity with fresh notes reminiscent of green almond.

**Flavor:** balanced overall, with a distinct yet slight bitterness and a stronger spicy note.

It does not overwhelm the flavor of foods. It goes well with **lake fish** and **raw vegetables**.



**46° PARALLELO - Monovariety**

**Color:** golden green with good clarity.

**Aroma:** medium-intense fruity, strictly green with distinct herbaceous notes reminiscent of rocket and artichoke and hints of green almond, as well as pine nut and green apple.

**Flavor:** initially balanced with a delicate bitterness, it reveals a distinct spicy structure that accompanies renewed flavor sensations and finishes with an appealing mineral note.

It heightens rather than overwhelms the flavor of foods. It is delicious with **local salted meat products** and on **sliced steak** and **thinly sliced raw beef**.



**Color:** emerald green with golden rim and good clarity.

**Aroma:** medium fruity with distinct grassy notes and an aromatic range that reveals fragrances of green apple, radish, chicory and artichoke layered with notes of almond and pine nut.

**Flavor:** dense yet harmonious, with pleasantly bitter and decidedly spicy notes; it has a rich finish with hints of black pepper and an elegant mineral note.

Robust yet delicate, this oil can be paired with **lake fish**, **local salted meat**, **thinly sliced raw meat** and **dishes made with sea fish**.



**Color:** from yellow to green.

**Aroma:** medium fruity with a clear herbaceous note reminiscent of green almond.

**Flavor:** balanced overall, with a distinct yet slight bitterness and a stronger spicy note.

Since the oil complements rather than overwhelms the flavor of foods, it can be paired with a wide variety of dishes, including the most delicate. It is frequently paired with **lake fish**.



**ULIDEA (Chopped black olives)**

**Color:** Dark tinge tending to black.

**Olfactory sensations:** at the opening there is an intense aroma that reminds the olives in brine.

**Consistency:** granular but not dry.

Ideal in innumerable culinary creations, where a touch of creativity is needed to enhance a recipe or vegetables. Its particular consistency and delicate flavor make it especially suitable for accompanying and adding to **salads**, **crostini**, **first courses** and **fish dishes**.

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