



# ventiolivi

## COMMON OLIVE-OIL TERMS

Like medicine and law, olive oil has a unique language. Some words are familiar, others not so much. Still others are not clear. Ventiolivi wants you to be a smart olive-oil shopper. Always know what you're buying and always buy what you know is best for you and your family.

---

## QUALITY

Olive oil is measured by its taste and its quality. Extra-virgin is the highest grade of olive oil. This means the oil's acidity level is between 0.0 and 0.8% after a chemical test. The lower the percentage, the higher the quality. Ventiolivi oil traditionally measures at 0.3% or less, a grade that is reserved for only the highest quality extra-virgin oil.

Professional tasters can also measure olive oils. Through their training and experience, oleologists taste and rate the quality of olive oils. Ventiolivi oil consistently rates high when tasted by experts.

Extra-virgin olive oil has a rich hearty taste and a brilliant deep yellow- green color. It is sometimes called 'unfiltered' or 'unrefined', 'unprocessed' or 'raw' because the oil goes straight from olive to tank to bottle with nothing added in between – no chemicals, no pesticides, and no antibiotics.

Although virgin is the second highest grade of olive oil, it's quality is much lower than extra-virgin, with an acidity range above 0.8% to almost 2.0%.

Pure is the third grade, followed by light, extra-light, or 'regular.' These grades are mixed with vegetable or other oils, which

significantly lowers their quality, gives them almost no or only a clear color, and a neutral or bland taste. Unlike extra-virgin or virgin, pure olive oil is processed with heat or chemicals.

Blended oil or those mixed with oil from different countries might be useful for cooking only. Unfortunately, you can't always tell from the label what grades of oil have been blended.

Although different types of olives can be mixed without any loss of quality, diluted oil is not best for tasting as it usually means a mixture of different or inferior grades of oil. Such oils, sometimes sold under false labeling, is referred to as 'fake' oil. Always buy oil from reputable olive-oil companies.

---

## HEALTH

Olive oil has many health benefits. It's rich in polyphenols, which are various natural compounds found in your body, in plants, and in plant-based foods. Polyphenols, with antioxidants and anti-inflammatories, are good for you.

The regular consumption of polyphenols helps improve digestion, promote brain function, and protect against heart disease, some cancers, and Type 2 diabetes. Other foods with polyphenols are beans, berries, red wine, and dark chocolate.

Extra on Polyphenols: the Polyphenols level can only decrease. So, only a product with a high level at the beginning of the process can guarantee this essential aspect. Polyphenols can not be added during the process.

---

## FRESHNESS

Unlike some wines, olive oil does not improve with age. Still, high-quality olive oil will remain fresh and vibrant for a long time. Harvest date, taken together with bottling date, are the best measures of oil freshness, which can range from 12 to 24 months with proper storage away from heat and light.

Harvest date is when olives are removed from the trees, done every October and November. Bottling is when oil goes from tank

to bottle. Oil can be bottled up to one year after a harvest without the oil losing any quality or taste.

Expiration date is when olive oil begins to lose quality or freshness. Olive oil remains good to use beyond its expiration date.

While labels may state Product of Italy, this information only confirms where the oil is bottled, not where the oil comes from. However, if the label states “100% Italian,” only then does all the oil come from Italy.

Finally, sediment on the bottom of an oil bottle is a good sign. Sediment means the oil product is totally natural.

---

## PROCESS

After a harvest, olives are taken to a mill for washing and crushing, best done on the same day. The crushed olives form a thick paste which then goes through a centrifuge to separate the oil from the water and any solid bits of olive.

Cold-press means a mill crushes olives without adding heat or chemicals. The oil is unfiltered, thus preserving its full flavor and all health and nutritional benefits. Ventiolivi olives are always brought to the mill on harvest day, are always cold-pressed, and the oil is always unfiltered.

While grapes are pressed more than once for wine, olives are crushed only once for oil. Professional mill-crushing usually dissolves every bit of olive. Still, some experts contend additional filtering is needed and some companies do filter their oil. Not Ventiolivi.

Ventiolivi's oil flows fresh from same-day crushing without filtering, but with full olive aroma and full olive taste. It's high-quality oil, delicious, extra- virgin, and naturally nutritious.

CASTELCIVITA (SA)  
WWW.VENTIOLIVI.COM / INFO@VENTIOLIVI.COM  
+39 333 3567070