

TUSCAN OLIVES



Australian Extra Virgin

Olive Oil

Fresher Tastes Better

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What is Extra Virgin?

Like many people, you may have heard of terms like 'Extra Virgin', 'Virgin', or 'Pure' olive oil, but you may not be sure just what they mean.

GOOD

'Pure or Light Olive Oil' – This label on bottles simply indicates that the olive oil has not met the strict criteria of 'Virgin' or 'Extra Virgin' labelling. It is often refined or blended oil and the acid content should not be more than 3.3%. The term 'Pure' and 'Light' are simply marketing terms (for poor quality oil) and are not indicative of high quality or additional health benefits.

BETTER

'Virgin Olive Oil' – This label is used on olive oils which meet high standards of aroma and flavour. It has a maximum acid content of 2%.

BEST

'Extra Virgin Olive Oil' – This is the finest product of the olive tree. It has excellent aroma, colour and flavour and a maximum acid content of less than 0.8%. Although all olive oils are good for you, Extra Virgin is considered to be the healthiest of them all.

TUSCAN OLIVES brand is cold pressed & 100% Extra Virgin Olive Oil with a "Free Fatty Acid" level much less than the amount of 0.8% set by the International Olive Oil Council. Ours is below 0.4% and some years below 0.2%.

FRESH is the word when it comes to "Tuscan Olives" Extra Virgin Olive Oil. The **freshness** campaign starts on the grove using updated technology. The pruning style enables our olives to be carefully machine harvested into an up-turned umbrella guaranteeing olives don't come in contact with the ground.

The machine harvests the crop very, very quickly. It would take four people about eight days to harvest the same. "**Tuscan Olives**" olives don't sit in the sun deteriorating or fermenting. And they don't get trampled underfoot by pickers which can occur in hand-picked groves. We source **quality olives** for our extra virgin olive oil.



DID YOU KNOW?

A benefit of cooking with olive oil is that it can be heated to a higher temperature than other oils without adversely affecting your health.

Even though **Tuscan Olives** olive oil contains no preservatives, it will keep longer than other edible oils, particularly if it is kept in an air tight bottle away from heat & light.