



INFORMATION FOR HELPING YOU TO CHOOSE THE BEST OLIVE OIL

1) DISTRUST THE LOW COST OLIVE OIL

Beware of the “fake” olive oil that could be contained in low cost bottles.

Extra-virgin Olive oil on sale at a few euros in supermarkets could not be original.

2) READ CAREFULLY THE LABEL

Distrust unreliable labels; they have to show properly the brand, the productive process, the place of production and the product’s features. Also, they have to respect three fundamental features, that must be clearly readable and indelible. Regarding to extra-

virgin olive oil, bottle labels have to report the name of the product, nominal volume, sales description and the expiry date.

3) CHOOSE EXTRA-VIRGIN OLIVE OIL

Extra-virgin olive oil is the best type of olive oil. It has the lowest grade of acidity compared to other olive oil. Its acidity grade should never exceed 1% of its composition. Extra-virgin olive oil flavor is defined “the most perfect” because it is absolutely forbidden to add other olive oil mixtures to it.

Extra-virgin olive oil’s processing is conducted in an

environment where thermal conditions don't cause alterations of any kind. Briefly extra-virgin olive oil differs from general olive oil because it is extracted by simply squeezing olives. Ordinary olive oil, instead, is obtained from a mixture of refined olive oil with a grade of acidity that reaches over 1,5%.

"Vittori Maria Luce Farm Company" is characterized by specialized olive groves and is distinguished for its extra-virgin olive oil excellency; its secular olive groves implant is consolidated by a deep care and processing experience of the staff ; it is subjected to rigorous controlled treatments without chemicals. The farm's territory is constituted by a hilly landscape that favors farming olive groves for its excellent sun exposure helping soil characteristics to produce olives at the right maturity to gather a grade of acidity around 0,1%.

pesticides or harmful substances.

5) COLD SQUEEZED OLIVE OIL

Are you looking for a superior quality olive oil? Then search for a cold squeezed olive oil. What does this mean? This type of olive oil is extracted from crushed olives at the temperature not exceeding 27°C. Olive oil produced in this way shows its best chemical and organoleptic characteristics.



4) CHOOSE BIOLOGICAL OLIVE OIL

The thoughtless utilization of pesticides to eliminate parasites in olive groves threatens the quality of extra-virgin olive oil's production. This happens in conventional agriculture but not in the biological one that does not employ toxic substances for olive groves cultivation and follows strict rules for olive oil production. Therefore, biological olive oil will be of superior quality and will not contain traces of