

## ollo FAST FACTS

- ◆ Introduced to Australian market 2005
- ◆ 2005 **International Taste and Quality Institute** (ITQI) in Brussels, Taste Award for Fresh & Fruity
- ◆ 2005 taste awards from **Australian Olive Association** and **Olives South Australia** during first year of production for Fresh & Fruity
- ◆ 2007 **ARMONIA Gran Mantion Diploma** for having one of the best chemical compositions of all Extra Virgin olive oil entries for Fresh & Fruity
- ◆ 2007 **Royal Canberra Extra Virgin Olive Oil Show**-Top Score Ribbon for Fresh & Fruity
- ◆ 2007 **World Trade Center Miami**-Americas Food and Beverage Award for the "Best Salsa, Sauce, Condiment" in the Americas - Third Place
- ◆ 2007 **11th Australian National Extra Virgin Olive Oil Awards**- Silver for Mild & Mellow
  
- ◆ Two varieties
  - **Fresh & Fruity** is a rich and distinct oil blended with early season green olives that delivers delightful fruity olive flavors with fresh grassy aromas and a delicate peppery finish. It adds life to green salads, grilled seafood, meat and poultry dishes. Fresh & Fruity is 100% natural extra virgin olive oil and is not infused.
  
  - **Mild & Mellow** is a delicate oil is blended with ripe later season black olives that yields subtle olive flavors with soft buttery texture and sweet aromas to complement any dish-- particularly pasta and vegetable dishes. Mild and Mellow is 100% natural extra virgin olive oil and is not infused.
  
- ◆ Moderately-priced (\$9.99-\$10.99/500mL, suggested retail) Premium Cold-Pressed Extra Virgin olive oil
- ◆ Cold Presses Extra Virgin ollo olive oil exceeds European Standards for judging olive oil grades. According to the International Olive Oil Council:
  - "Virgin olive oils are the oils obtained from the fruit of the olive tree solely by mechanical or other physical means under conditions, particularly thermal conditions, that do not lead to alterations in the oil, and which have not undergone any treatment other than washing, decantation, centrifugation and filtration."
  - "Extra virgin olive oil: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 0.8 grams per 100 grams (0.8%), and the other characteristics of which correspond to those fixed for this category in this standard."
  
- ◆ According to Fred Pescatore, MD, MPH, CCN, author of *The Hampton's Diet*:
  - "The acidity is the result of a breakdown of naturally occurring triacylglycerols due to a chemical reaction in which free fatty acids are formed. The lower the acidity, the higher will be the polyphenol and antioxidant concentrations."

- “The (lower) free fatty acid is thus a direct measure of the quality of the oil and reflects the care taken from harvest to extraction to the sale and consumption of the oil.”
- ollo EVOO averages less than 0.3% acidity which accounts for its superior flavour and health benefits.
- ◆ The Mitolo Group and ollo are olive oil experts.
  - Education information on Extra Virgin olive oil’s health benefits
  - Advice on how to choose/select among all the types of olive oils available
  - Recipes
- ◆ Italian heritage
  - Family-owned Company - Mitolo Group
  - Quality control standards as well as the Fresh & Fruity and Mild & Mellow ollo blends were established by the late Enrico Rossomando, an Italian Master Blender who had over 20 years of olive oil making experience
  - 10 Tuscan olive tree varieties on nearly 1000 acres
- ◆ Vertically integrated – “From Grove to Table” meaning control of the entire chain—planting, growing, harvesting, processing, blending, bottling, marketing and distribution
- ◆ ollo’s state-of-the-art production facility is located in the epicentre of a nearly 1000-acre property surrounded by 110,000 carefully chosen olive trees so the olives can be cold pressed within a couple hours of picking.
- ◆ ollo is cold pressed within hours of picking.
  - Processing immediately after harvest insures the purest and ultimate flavour, the most appetizing aromas and great texture in the final products
  - Cold-pressing is a natural, heat free way to extract the oil from the olive fruit in its purest form
  - Like any other fruit, the final product is noticeably better when it is squeezed right after picking (like orange juice)—the sooner it is squeezed after picking the better. Cold-pressing the olives within hours of harvesting insure the flavour, texture and aroma are at their peak.
  - Provides optimum nutritional value
- ◆ ollo Fresh & Fruity and Mild & Mellow are unique blends of olive oil from 10 selected varieties of Tuscan olives and are never blended with inferior oils.
- ◆ ollo Fresh & Fruity and Mild & Mellow Extra Virgin olive oils each have their own unique taste and are easily distinguishable from one another. Both are 100% pure natural non-infused olive oils.
- ◆ ollo markets only the best olive oil—cold-pressed Extra Virgin olive oil.