

17 facts, views and tips on olive oil

Blog post 4/13

5. filtered or unfiltered olive oil - which is better?

This question is not very easy to answer. There are arguments both for filtering and for leaving it natural, which is why opinions differ. Ultimately, it is a question of aspects of shelf life on the one hand and taste on the other.

There are recognised experts, including experts I hold in high esteem, who swear by filtered olive oil.

Immediate filtering of the oil should prevent those parts of the olives that are filtered out from affecting or spoiling the olive oil.

The argument for unfiltered olive oil is that the taste and aroma of the oil can be affected by filtering.

In the case of freshly pressed olive juice, the suspended particles still contain many intense flavourings. Fresh unfiltered and naturally cloudy olive oil - tasted immediately after the olive harvest and subsequent processing - cannot be compared to any other olive oil. Olive oil fresh from the press is always cloudy and tastes unique. In my opinion, man should intervene less in such high-quality natural products, so that the original taste, aroma and character are preserved. Unfortunately, 99.99% of people will probably never enjoy freshly pressed olive oil. Many people may simply not care or may not even know that such a unique product exists. But unfortunately others are not able to afford it. But: this condition of olive oil is unbeatable and a unique taste experience.

Freshly pressed, naturally cloudy olive oil simply tastes incomparable. Our aim must therefore be to capture this moment of taste as far as possible, to freeze it, so to speak.

The solution lies in storage.

For this purpose I filed a patent application with the German Patent and Trademark Office on 6 August 2019. My invention concerns a process for the production of unfiltered olive oil with a long shelf life. Soon we will offer a solution for preserving and enjoying unfiltered olive oil with full flavour.

I am all for perfect solutions. That is why it is unacceptable for me if we filter the taste and aroma out of the oil to preserve it. My aim is to be able to enjoy the full flavour of the olive oil even after five months, as if the oil had been pressed only an hour ago. If you have only once eaten freshly pressed, unfiltered and naturally cloudy olive oil directly from the mill with its full aroma and fragrance together with still lukewarm bread, then filtered olive oil will hardly be an option for you either.

Of course, unfiltered olive oil must be stored carefully, which requires much more care than filtered olive oil.

We will come to questions of storage later in this blog series. In the next part we will first discuss the official olive oil categories and olive varieties and their characteristics.

If we have already mentioned the taste characteristics of olive oil, may I ask you if you have ever tasted unfiltered olive oil. The aspect of (non-)filtering is so important that a separate blog post is about this topic.

DO YOU HAVE ANY QUESTIONS, SUGGESTIONS, ADVICE, MESSAGES, PROPOSALS?

PLEASE CONTACT US.

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