

## 17 facts, views and tips on olive oil

Blog post 12.1/13

### 15. Where should I buy olive oil and which criteria should I consider when buying?

Do not buy from discounters and food chains that sell millions of bottles of olive oil. Do not buy from food giants, multinationals and industries that do not own a single olive tree. These companies buy finished olive oil, manipulate the sensory values, whip it up, package it beautifully and invent imaginative Italian names.

So avoid brands like Carbonell, Livio, Mueloliva, Bertolli, Carapelli, Sasso, Metro Chef, Cantinello, Dante, Rubino, Villa La Badia, Bencetto, Monini oder Sagra. This list is not complete and new brand names are added each year. There is no guarantee of quality behind phrases on the labels such as "extra virgin", "virgin olive oil", "extra virgin olive oil". Such oils only have to be cold-pressed at temperatures of around 20°C.

This alone is neither a criterion nor a guarantee for a good olive oil

On the other hand, other important points are of great importance:

- The processing period must be as short as possible.
- The olive oil must not come into contact with oxygen, so it must be pressed under vacuum or in a protective gas atmosphere.
- The oil mill must be of the newer generation and the miller must be experienced in operating the mill in the best possible way.
- Olive oil must be sensorially perfect.

I hope that our small series on facts, views and tips on olive oil has given you pleasure, that you have perhaps heard one or two new things and that we have been able to encourage you to think not only about olive oil but also about the importance of good food. Finally, in the next and last part of the blog, I would like to tell you where my love of olives and olive oil comes from. For this we will travel to the Sea of Marmara in the 60s.

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

**PLEASE CONTACT US.**

**Your Ergin Family**

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