

Protagonists of the Olive Oil World Tour in Europe

Olive oils, passport to a world of flavor, aroma and well-being

- ✓ **One of the best options for those who seek to have a varied and balanced diet, as well as delicious**
- ✓ **An indisputable pillar of the Mediterranean Diet and a showcase for the European agri-food sector, which is a world leader**
- ✓ **Unlimited success: ready to be successfully incorporated into the great recipes of any gastronomy in the world**

(2019). Thousands of years of tradition, a universe of gastronomic possibilities, a host of flavors and smells, an impressive list of nutritional benefits... all this fits in a drop of olive oil. The nickname "liquid gold" with which it is known by the Spaniards sums up the excellence of a product that for centuries has been the protagonist of the cuisine, trade and identity of the Mediterranean Europe. A food product that combines the enjoyment of the senses with its contrasted healthy benefits.

Overcoming all borders

Thanks to its specific characteristics, its versatility and diversity, Olive Oils achieve excellence in any type of recipe, with any type of culinary technique or product. Frying, marinating, roasting, sautéing, emulsifying, seasoning... are some of the things that can be done to enhance the flavor of the products used, and succeed with the final result.

There is an Olive Oil for each elaboration. Its use opens a horizon of possibilities in the kitchen, especially interesting for its ability to improve the taste of healthier foods. Vegetables, lean meats, fish and even fruits are more palatable when olive oil has been used in its preparation. All the good things about the Mediterranean Diet anywhere in the world.

A label to inform about everything

The labeling of Olive Oils is carried out according to the regulations that govern its commercialization within the European Union. These are the commercial categories from which any EU consumer can choose:

- Extra virgin olive oil

Made only with the best olive juice. Because of its excellent organoleptic profile, it is ideal for use directly in cold, in elaborations such as maceration, raw dishes, sauces... It comes from olives harvested at the optimum moment of maturity and therefore has a unique aroma and flavor. They are oils of maximum quality, free of defects and source of monounsaturated fatty acids. They provide natural antioxidants, such as polyphenols or vitamin E. The extra virgin made with a single variety is known as monovarietal while those that are the result of mixing several are called coupage.

- **Virgin olive oil**

100% olive juice with good taste and aroma characteristics, with uses similar to extra virgin. All Virgin categories come, exclusively, from the juice of the olives extracted by mechanical procedures. They also share their antioxidant capacity and their richness in monounsaturated fatty acids.

- **Olive oils - contains exclusively refined olive oils and virgin olive oils**

It is the oil resulting from the mixture of refined olive oils and virgin or extra virgin olive oil. The former, obtained from virgin oils, that have not reached high levels of quality required of virgins and extra virgins and have to be refined. As in the other categories, they have a high content of monounsaturated fatty acids, essential in a healthy diet. Especially suitable for cooking at high temperatures and, for frying. It retains all its properties during frying (180°C / 380°F) due to its high oleic acid content.

Varieties more present in the world

In the European olive grove hundreds of different varieties of olives are grown guaranteeing the sustainability of a rural activity that has thousands of years of tradition, so you can think of thousands of years more to come. The cultivation of these trees for centuries, in different soils, with different climates and hands, has generated hundreds of varieties, each with its own personality. Of the great family of varieties of the olive tree, some stand out for their greater presence at the points of sale.

- Arbequina

They are oils marked by their fruity smell of olives and other fruits, such as apple, banana or almond. Very fluid, sweet, with bitter and spicy almost imperceptible. Delicate in its conception and structure. The most common characteristic of these oils is their sweetness.

- Cornicabra

Its monovarietals are characterized by aromatic notes of olives and other fruits, among which the apple stands out. The palate shows herbal notes of olive leaf, the bitter is light and the zest something more intense. Of great stability, the olive oils of the cornicabra variety present high levels of oleic acid, polyphenols and antioxidants that give them great resistance to oxidation.

- Hojiblanca

Those made at the beginning of the season are very fruity and complex. Highlights include freshly cut grass, artichoke and aromatic plants. They have a very balanced

composition of oleic acid and antioxidants. They are at a point of balance between spicy and bitter oils, and the sweetest ones. This increases their versatility when used in different culinary techniques.

➤ Picual

Very appreciated for its high stability, due to its high content of polyphenols and the high percentage of oleic acid. From the organoleptic point of view, they have a lot of body and aromatic notes of olive leaf, lightly spicy and bitter. Its high content of natural antioxidants gives it a great nutritional value, due to its resistance to oxidation. These same qualities make it ideal for food preservation.

European olive oils: world leaders

Europe is the first marketer of olive oils in the world. According to the data of the International Olive Council (IOC), an entity belonging to the United Nations, in the 2016/2017 campaign, Europe exported 555,800 tons outside the EU territory. The main destination was the United States, with more than 200,000 tons, of which 105,000 came from Spain, the world's leading producer of olive oils (source COI).

The world markets not only reward the quality and variety of olive oils from Europe, they also highly value the food safety standards that are applied in the European Union. Any consumer can get to know, through the traceability system, all about the olive oils that they have purchased at a supermarket. You can even know where the olive trees are from and who the producers are.

More than 70% of the oil produced in the world comes from European olive groves, which occupy 55% of the world's surface dedicated to this crop, with just over 6 million hectares, of the 11 million distributed over the five continents. Within the European olive grove, Spain stands out as the first power. The Spanish olive grove is the largest of the Old Continent, with 2.5 million hectares, in which more than 340 million olive trees take root, which is equivalent to the largest humanized forest on Earth, a complex ecosystem that producers have had years helping to preserve. In addition, Spain is also a world leader in organic olive cultivation, with almost 200,000 hectares dedicated, of the slightly more than 450,000 that are grown in all of Europe.

Due to its balanced composition and its infinite range of aromas, textures and flavors, European Olive Oils are the best choice to season, preserve, emulsify, fry, sauté, braise, marinate, pickle, stew, confit, roast and marinate. To each technique and to each ingredient, there's an Olive Oil for it.

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