



WHEN FLAVOUR BECOMES ART
AN ICONIC JOURNEY INTO THE WORLD OF
EUROPEAN EXTRA VIRGIN OLIVE OIL



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ENJOY
IT'S FROM
EUROPE



THE STORY OF AN ICON

Every drop of European extra virgin olive oil holds an ancient story — one written by the sun, the earth, and human passion.

It is born among centuries-old olive trees that have preserved the art of cultivation for millennia, in landscapes where climate and soil give life to unique fruits — transforming them into nourishment, culture, and a way of life.

Behind every bottle lies the dedication of producers — guardians of tradition and, at the same time, innovators — capable of blending heritage and future. Thus, extra virgin olive oil becomes an icon, a symbol of Europe's ability to unite nature and craftsmanship into an unmistakable taste experience.

It is not just a condiment: it is a masterpiece that protects biodiversity, enhances local territories, and reflects the passion of those who produce it.

Every aroma tells a journey that begins in the fields and reaches tables around the world, enriching both everyday dishes and culinary masterpieces.

A timeless icon, rooted in authentic values, which continues to shine thanks to its natural purity, versatility, and its power to turn every gesture in the kitchen into pure creativity.



Shine, Savor, Love.

The magic of European extra virgin olive oil, from the grove to the table.

Some creations are destined to stand out — and European extra virgin olive oil is one of them.

Born under the Mediterranean sun and shaped by tradition, it offers a truly unique sensory experience. Its golden glow is more than just beauty — it reflects purity, care, and artisanal mastery.

From harvesting to cold extraction, every step is designed to preserve its aroma, flavor, and character. On the palate, it bursts into natural notes — almond, fresh grass, tomato leaf, or artichoke — telling stories of landscapes, centuries-old trees, and passionate producers. Just a single drop is enough to bring dishes to life.

This oil was born to illuminate flavors and awaken the senses.



HARMONY FROM NATURE

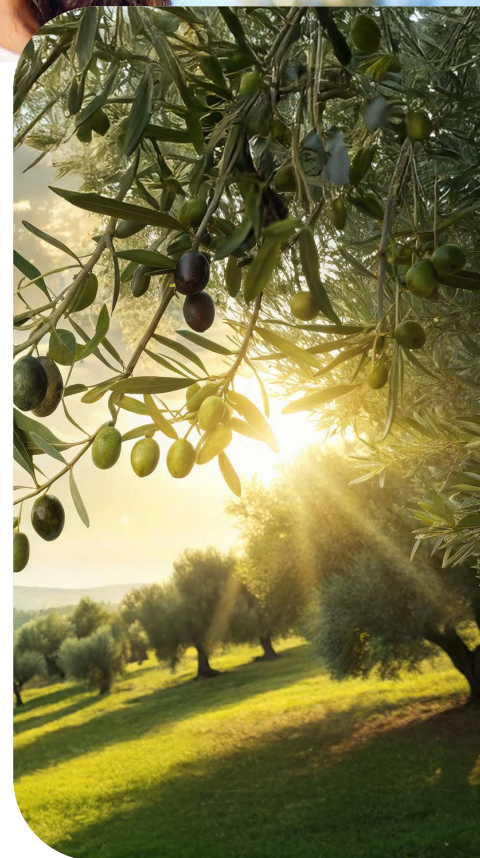
A daily gift of pure goodness

The secret of extra virgin olive oil lies not only in its taste, but above all in the benefits it offers to body and mind(*).

It is a food born from a perfect balance between nature and science: rich in antioxidants, vitamins, and healthy fats, it has long been regarded as a precious ally for everyday wellbeing.

Each spoonful captures the energy of the sun, the harmony of Mediterranean landscapes, and the meticulous care behind its production. It is more than simple nourishment — it is a gesture of care towards ourselves and those we love. Bringing extra virgin olive oil to the table means choosing a lifestyle that is healthier, more mindful, and more in tune with nature's rhythms.

This deep bond with nature makes extra virgin olive oil a universal symbol of balance. It is no coincidence that, for centuries, it has been at the heart of the Mediterranean diet — recognised by UNESCO as Intangible Cultural Heritage of Humanity — a tradition that has turned simplicity into longevity, and naturalness into wellbeing.



DID YOU KNOW?...



Every drop of extra virgin olive oil holds the energy of over **4,000 hours** of sunshine each year, the breath of the Mediterranean land, and the patient care of those who have tended olive trees for generations.

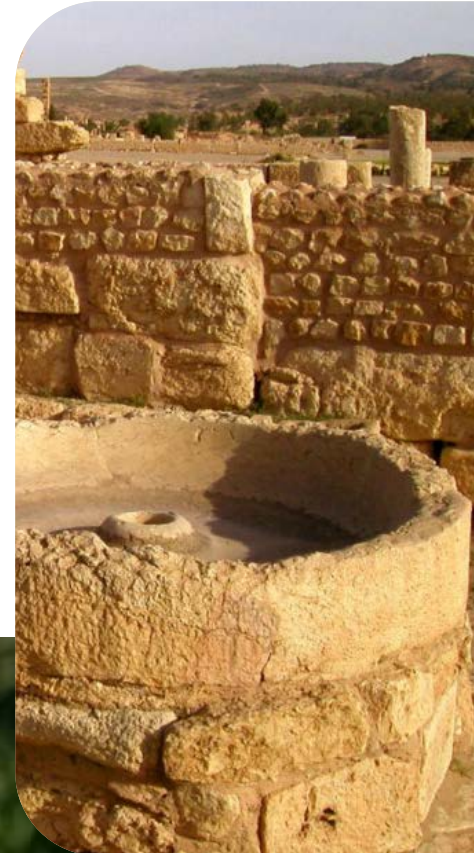
(*) Claims authorised by EFSA – the European Food Safety Authority (EFSA Journal references: 2011;9(4):2033 – 2012;10(8):2848 – 2021;19(7):6670 – 2025;23:e9372 – 2025;23:e9470).

CRAFTED BY NATURE BOTTLED WITH PASSION

Behind every bottle of extra virgin olive oil lies a story of love for the land. The olives, harvested at just the right stage of ripeness, are processed using methods that honour both time and quality, preserving their natural aromas to the fullest. This is more than production — it is an act of respect for the environment, for tradition, and for all those who bring this masterpiece to the table each day.

Nature offers its fruits, yet it is the human hand — guided by passion — that transforms them into something truly unique. The care devoted to every detail — from harvesting to pressing to bottling — ensures an authenticity that can be sensed from the very first taste.

In a world so often driven by standardisation, extra virgin olive oil remains a rare and precious treasure. Every bottle carries the identity of its land and the dedication of those who craft it with care. It is this unbreakable bond between nature and passion that makes extra virgin olive oil a symbol of European excellence — recognised and cherished all over the world.



**DID YOU
KNOW?...**



Extra virgin olive oil is not just a condiment — it is a true cultural signature. **For over 3,000 years**, it has accompanied the cuisine, art, and social rituals of the Mediterranean, becoming a symbol of conviviality and a way of life.



WHY CHOOSE EUROPEAN PDO AND PGI EXTRA VIRGIN OLIVE OIL

Choosing a European extra virgin olive oil certified as PDO or PGI means making a choice of taste — but also of culture and responsibility.

It is not merely a fine condiment, but a product that carries with it a millennia-old history, a deep bond with its land, and the guarantee of the highest quality standards.



In Europe, extra virgin olive oil is far more than a food — it is an integral part of a gastronomic heritage admired the world over. To protect its authenticity, the European Union has introduced strict regulations and certification systems that oversee every stage of the production chain — from olive cultivation to pressing, all the way to bottling.

A PDO (Protected Designation of Origin) olive oil guarantees that all stages of production — cultivation, harvesting, and processing — take place within a specific geographical area. It is the truest reflection of its territory, shaped by unique microclimates, soils, and traditions that give the product its unmistakable character.



A PGI (Protected Geographical Indication) olive oil, on the other hand, ensures that at least one stage of production occurs in the designated area, allowing for greater flexibility while always adhering to European rules on quality and traceability.

Choosing a certified European olive oil means bringing to your table a product that is:

- Authentic, rooted in a specific land and shaped by traditions passed down through generations;
- Safe and traceable, with every stage carefully monitored and verified;
- Sustainable, respectful of the environment and supportive of biodiversity;

Excellent, expressing unique aromas and sensory nuances, recognised and celebrated worldwide.

When you open a bottle of PDO or PGI extra virgin olive oil, you are not choosing just any product — you are embracing a true promise of quality: the result of a culture that unites nature, history, and craftsmanship, continually evolving to offer only the very best.



DID YOU KNOW?...



Did you know that the roots of an olive tree can reach as **deep as six metres underground** in search of water and precious minerals? It's this hidden strength that allows olive trees to endure centuries of Mediterranean summers.



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