

VESUVIO ESTATES GETS THE GOLD AT SA OLIVE AWARDS

Cape Town, Paarl – At the recent **2010 SA Olive Awards**, the premium quality of South Africa's **largest olive oil producer, Vesuvio Estates** was acknowledged by **TWO GOLD** awards. This was the fourth consecutive competition held by the South African Olive Oil Industry. Vesuvio Extra Virgin Olive Oil was awarded **GOLD** in the Delicate Fruity Category and Vesuvio Limited Edition Extra Virgin Olive Oil also won **GOLD** in the Medium Fruity Category. These accolades are just the latest on Vesuvio Estate's impressive roll of local and international honours.

For South African consumers interested in **top quality, locally-produced, authentic Extra Virgin Olive Oil**, both national and international Olive Oil awards provide a solid guide to the best on offer. Largely due to its nutritional benefits and the widespread promotion of healthy eating, consumption of Extra Virgin Olive Oil is on the rise all over the world. Mediterranean countries such as Italy and Spain have been generally regarded as the key producers of Extra Virgin Olive Oil. However, newer olive oil makers such as South Africa and California are now well-established as top quality global producers more than able to compete with traditional European suppliers.

South Africa's Vesuvio Estates has regularly won awards in **international competitions** in Italy and the U.S.A. Vesuvio Extra Virgin Olive Oil featured in the **2009 l'Extravergine Guide to TOP 40 extra virgin olive oils in the World** and the **2010 FLOS OLEI guide to the world's best extra virgin olive oils**. Nowadays, buying top quality extra virgin olive oils in South Africa no longer means having to purchase imported products that have the disadvantage of getting to the table at the cost of thousands of food miles. In addition, poor regulation of the industry does leave the consumer vulnerable to exposure to cheaper imports of dubious quality and possibly, adulterated olive oils posing as extra virgin. It makes sense to seek out a top quality local producer whose product has stood the test of international competition, and whose production processes are transparent and easy to verify.

The classification 'extra virgin' is an internationally accepted definition of an olive oil that is natural and unrefined, and solely produced through a cold extraction process. Extra Virgin olive oil has a free acidity value, expressed as oleic acid, of less than 0.8 grams per 100 grams, and has zero defects.

Vesuvio Extra Virgin Olive Oil is made from **hand-picked** and **selected olives exclusively from the Vesuvio Estates**. The oil is **cold-extracted within 12 hours** of picking to optimally moderate acidity levels and **capture the perfect taste** of the fruit whilst preserving the olive's fantastic nutritional benefits. This leads to an **award-winning taste** with the **perfect balance** of fruitiness, appropriately attractive slight bitterness and optimal pungency to delight the South African palette. Vesuvio Extra Virgin Olive Oil is an authentic South African Extra Virgin Olive Oil that meets international quality standards. It is the ultimate gourmet Extra Virgin Olive Oil and everyday ally for a healthy, balanced lifestyle; endorsed by the Heart Foundation and Kosher Certified.



Oil Maker Gert receives the Gold Award