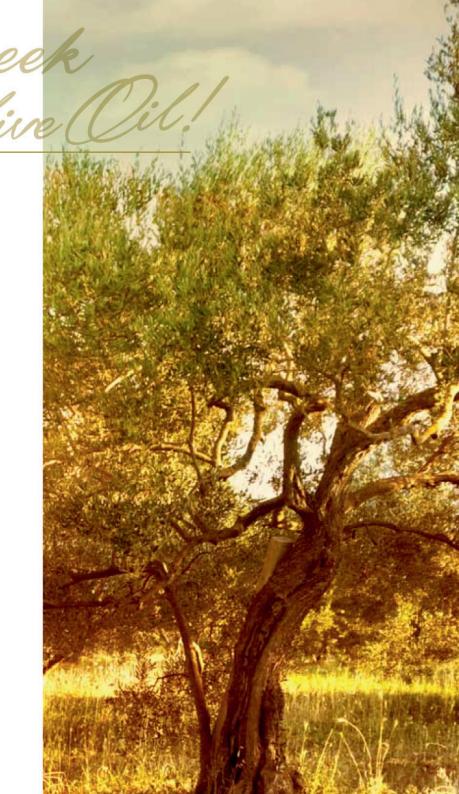


History of Olive Oil

The production of olive oil can be dated to ancient civilisation, with evidence coming from artefacts and archaeological discoveries. Ancient Greece was considered the primary location for the production of olive oil, with mortar and pestles being uncovered around the Acropolis area. Olive oil were used for many purposes, ranging from medical treatments to lighting homes when burned, as well as for the most commonly used purpose: culinary options. This incredible product had its conception in the Mediterranean region, specifically in Greece. Soon, the Greeks brought olive oil to Southern Italy, and the Romans admired this oil greatly. Along with the Roman's expansion, the product was introduced to the Spanish and other colonies in the Iberian Peninsula, including North of Africa and the Middle East. However, over the past 20 years the use of olive oil has risen dramatically by many people across the globe. Today olive oil has become the more suitable option for a variety of people, ranging from health enthusiasts to people simply enjoying tastes that it provides.





## What is Extra Virgin

Extra virgin olive oil is one of the highest qualities of olive oil available in the market. With the intense and rigorous purification methods, it has no defects and a variety of flavours from the olives. In more specific terms, extra virgin olive oil has a maximum acidity of 0.8%, and a peroxide of less than 20 mill equivalent O2. What makes the product 'extra virgin' is that it is made from fresh olives that have been cold-pressed, or known as being pressed in temperatures below 30°C (86°F). The method of producing extra virgin olive oil also gives a distinctive taste to the oil. This is because the product is created by simply using the contents of the natural olives and no additives are included. The olive oil has a fruity, bitter, and peppery taste and sensation when being tasted. These along with many factors, are implemented into creating the most quality type of olive oil.





# What is Extra Virgin

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The olives are harvested in the autumn and the beginning of winter from the region of Messinia, Peloponnese. The variety of the olives which makes the olive oil is the most famous in the world for its quality which has the name of Koroneiki, characterised as the Queen of the Greek variety cultivated for over 10 centuries in Greece. The harvest can last for several weeks during the winter. Most olives today are harvested by shaking the boughs or the entire tree. There are many different kinds of methods to collect the olives from the tree, but in some places in Greece olives are harvested by hand. As a result, the fruits are not getting bruised, something that leads to an extremely high quality final product just like Acropolis extra virgin olive oil.

The method also involves sawing off the branches in some cases, which actually strengthens future production. The olives are placed with care into plastic fibre sacks and transported to the olive oil mill on the same day of harvest. At the mill the first process that takes place is the removal of the olive leafs and washing the olives. Then the crushing and the mixing of the olives is done by machine, traditionally by a hand mill made from a rolling stone.

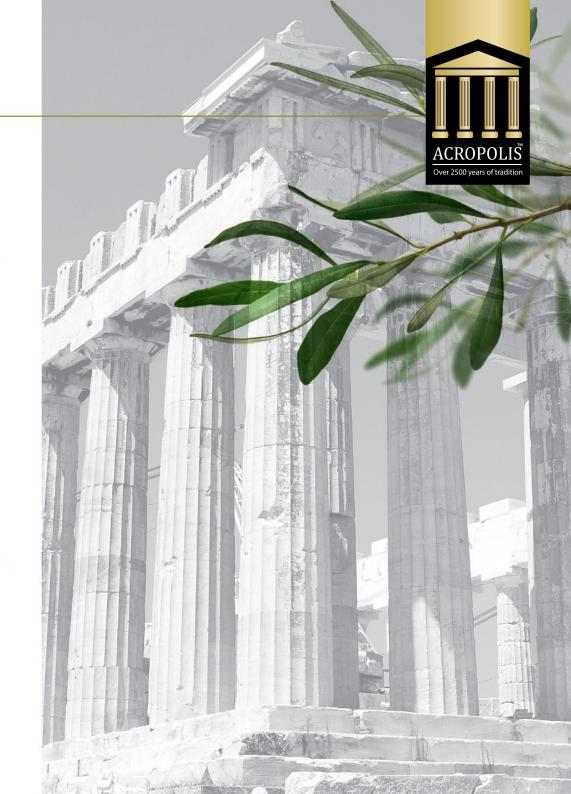
The next process is the separation of solid Pomace and liquid constituents of the olives. Then the centrifugal separation of the liquid into extra virgin olive oil and vegetable water is done. Following on is the retention of the olive oil into tanks so that it clears by itself through natural sinking of the deposits. Then the filtration process occurs, which is done through filter paper, cleaning the final produce.

The naturally filtered olive oil is then stored in stainless steel tanks before being bottled at the bottling plant. Then comes the analysis, which is sent to an independent laboratory in order to have the quality results inspected. The next step is the bottling which is done in a new state of the art facility which holds the appropriate certificates such as the Euro Cert, which proves food safety management is a priority. All the bottles have been chosen for a reason. The dark green glass (marasca) keeps the light out, allowing the olive oil to keep longer and maintain its original taste. The tight sealed top which does not allow anyone to open except the end-user, guarantees the real expected quality of the product. The final process is the palletizing of the bottles and then loading on to the container and sent across the globe.



## Why Acropolis

With Acropolis, one is guaranteed the true quality, freshness and taste of extra virgin olive oil. From the heart of the Mediterranean to the region of Messinia, with blue crystal clear skies and the rich golden soils this is one of the best regions in the world for the olive tree. The cultivation of the olives is done with great care from locals that have been doing so for generations. It is our heritage to provide consistency in quality and taste. Our brand is recognisable and will continue to be for its authenticity around the world. It is value for money and attractive by design, used also in top rated restaurants in Europe by top chefs. The product will always speak for its self.





#### Health Benefits

Olive oil, along with its wonderful taste and culinary uses, also offers many health benefits. Olive oil has boasted to increase the immune system, which protects the body from many viruses. It has also been seen in helping the cure of cancer. Olives have a phytonutrient called oleocanthal, which mimic the effects of ibuprofen in reducing inflammation which also reduces the chances of breast cancer. Olive oil also helps reduce heart disease by lowering blood cholesterol levels. The product can also prevent the chances of obesity, although this is still being experimented as olive oils have a high calorie count.

The contents in olive oils also seem to improve bone mineralisation and calcification, which can heavily reduce and counter osteoporosis. Therefore, many doctors recommend usage of olive oils in daily diets for many patients with this disease. Along with osteoporosis, olive oil is seen to counter diabetes, which is one of the most common diseases around the world, through lowering low-density lipoproteins while improving blood sugar levels and improving insulin sensitivity. It can be seen that there are many benefits to the usage of olive oils, and they should not only be considered for their wonderful tastes.





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