



5 myths about olive oil in China dispelled by the TAICHI project experts

Some consumers in China and Taiwan still believe that olive oil is not suitable for high-temperature cooking or that vegetable oil blends with tiny amounts of olive oil are 'healthy'. But don't listen to gossip – trust the experts! The TAICHI project, supported by the EU and powered by Italian olive industry experts from CNO, UNAPOL and UNASCO, dispels common misconceptions about olive oil.

1. Olive oil is not good for high-temperature cooking

In fact, olive oil is a perfect oil for stir-frying, barbecuing and even deep-frying, due to its high smoke point up to 210°C (410°F), according to recent scientific studies. Moreover, thanks to its high antioxidant content, olive oil doesn't oxidise as quickly as peanut, soybean and canola oils, commonly used in China. So, olive oil is a very stable and healthy cooking oil for your family.

2. Olive oil is not suitable for Chinese cuisine

Are you still wondering how to incorporate this relatively new ingredient into traditional Chinese cuisine? According to famous local chefs, you can easily use olive oil in most of your favourite Chinese style dishes, from stir-frying to replacing sesame oil in cold dishes, spicy condiments and marinades. Visit OurOliveOil.com to find delicious recipes and culinary tips from professional chefs.

3. Vegetable oil blends with tiny amounts of olive oil are 'healthy'

Many Chinese producers advertise their vegetable oil blends with tiny amounts of olive oil as a 'health product'. Don't fall for this marketing trick! Even if the label says that a cooking oil contains 4% or 6% olive oil, it does not make any significant difference for your health. If you want a product with proven health benefits for your family, then choose quality European extra virgin olive oil. Any cheap oil blends are not worth consideration.

4. Extra virgin olive oil tastes 'too strong'

Some people find the taste of extra virgin olive oil a bit bitter. Little do they know, that pungent taste comes from polyphenols, the main health promoting compounds of olive oil. Besides, genuine extra virgin olive oils have a wide range of delicate tastes and flavours, from fruity and citrusy to herbaceous and pungent - just choose the one you like most.

5. It is hard to find high-quality olive oil in China

The profusion of olive oil brands, labels, and prices on the market may feel confusing, unless you have the reliable tools to recognise a genuine high-quality product. The educational TAICHI project provides such tools to consumers in China and Taiwan. Visit OurOliveOil.com to find authoritative information about olive oil types, label requirements, European quality schemes and much more.



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