



Extra virgin olive oil enters the top 5 of luxury foods.

And blending becomes the new frontier of extra virgin olive oil, turning it into haute couture for refined palates

In the beginning there were truffles, caviar, champagne and oysters. From this year, extra virgin olive oil has earned a place of respect among the top five luxury foods on the tables of Italian consumers. To say this is a recent Nomisma research according to which the high positioning of extra virgin olive oil is due to new target that have more and more purchasing power and influence on food choices: *conscious consumers*, that is women between 55 and 65 years, health conscious; the so-called *starred*, men between 30 and 44 years old, experimenters and fashionable, and *luxury*, people from 35 to 50 years, with a lifestyle and a very high portfolio. These targets re-assign to this product of excellence, the fruit of a millenary culture, its role as a luxury product in contrast with the vision that would like it to be just a *commodity* and that still today proposes it on the market with prices that absolutely do not take into account the its organoleptic properties and its nutraceutical value. In this perspective, it becomes increasingly important to spread a new culture and sensitivity able to focus on the quality of real extra virgin olive oil.

Italy on this front can certainly play an important role thanks to its 533 recognized varieties of olives, the highest rate of biodiversity in the world in this sector. The challenge for the Evo oil will be played more and more on quality, authenticity and health value, but, compared to the luxury segment, even on blending, resulting from the intersection of different varieties to create personalized condiments. The luxury target can therefore count on extra virgin sartorial oils designed for consumers who love refined aromas and flavors.

The international TAICHI project is spreading the word about the growing awareness of the health benefits of using extra virgin olive oil for cooking to Mainland China and Taiwan.

Co-funded by the EU and promoted by the two main consortia of Italian olive growers, Italia Olivicola and UNAPOL, the TAICHI project offers consumers all the information they need to understand olive oil through its website, various social media platforms and OurOliveOil APP – available in the App Store and Google Play.

Sources: <https://www.ilsole24ore.com/art/unico-e-ricercato-l-olio-extravergine-oliva-5-stelle-ACdHxAT>

To find out more about the TAICHI project, visit OurOliveOil.com

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