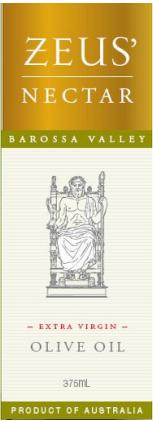


# THE TRUTH ABOUT OLIVE OIL

Zeus' Nectar Extra Virgin Olive Oil—Barossa Valley



## WHAT IS EXTRA VIRGIN OLIVE OIL?

Extra virgin is the highest quality and most expensive olive oil classification. It should have no defects and a flavour of fresh olives. It must be produced entirely by mechanical means without the use of any solvents, and under temperatures that will not degrade the oil. It's not easy to produce extra virgin olive oil. A producer must use fresh olives in good condition and monitor every step of the process with great care. Extra virgin olive oil doesn't stay that way: Even in perfect storage conditions, the oil will degrade over time, so it's important to enjoy it within its two-year shelf life.

## Why should I use Olive Oil?

Olive oil is a monounsaturated fat and the cornerstone of the famous Mediterranean diet. Most people choose olive oil because of its many proven benefits to human health. Extra virgin olive oils offer even more: a world of fruity-bitter tastes that chefs are capturing to elevate dishes to a level they never thought possible.

## Did you know?

47% of imported olive oils are refined, many using harsh chemicals to remove undesirable compounds such as unpleasant flavours and odours.

70% of all olive oil used in Australia is imported.

90% of all imported olive oil have failed Australian Standards

Why not buy from someone local you can trust?



## OLIVE OIL HEALTH BENEFITS

Studies of the health benefits of olive oil consumption fill the pages of medical journals around the world. Heart disease, diabetes, Alzheimer's and cancers are among the long list ailments that can be avoided and conditions that can be improved by a diet that includes olive oil. Replace other fats like butter with at least two tablespoons of extra virgin olive oil every day, eat lots of veggies and go for a walk.

## What should I look for in a EVOO?

**FRUITY** Look for pleasant fruit flavours characteristic of fresh ripe or green olives. Ripe fruit yields oils that are milder, aromatic, buttery, and floral, while green fruit yields oils that are grassy, herbaceous, bitter, and pungent. Fruitiness also varies with the variety of olive. **BITTER** Fresh olives oil will have a mostly pleasant acrid flavour sensation on the tongue. **PUNGENT** A peppery sensation in the mouth and throat is a sign of abundant nutrients in good, fresh extra virgin olive oil.

## STORING OLIVE OIL

You can keep unopened olive oil in a cool, dark place for up to two years (high quality olive oil will last longer than one that wasn't great to begin with). Once you *open* the container, the oil begins to degrade much faster. A good rule of thumb is to use it within a few months after opening. Keep the bottle tightly capped and away from heat and direct light. The best strategy is to use olive oil often, and go through it quickly.

WHY NOT CHOOSE THE VERY BEST FOR YOU AND YOUR FAMILY. CHOOSE **ZEUS' NECTAR**, HAND PICKED AND COLD PRESSED, BECAUSE QUALITY SHOULD NEVER BE COMPROMISED. THAT'S OUR PROMISE TO YOU. **AVAILABLE IN 1 LTR BOTTLES (\$10), 375 ML LABELLED GLASS BOTTLES (\$12) OR LARGER QUANTITIES IF YOU PREFER.**

EMAIL [MARA@PAULMARA.COM.AU](mailto:mara@paulmara.com.au) OR VISIT OUR WEBSITE [WWW.PAULMARA.COM.AU](http://WWW.PAULMARA.COM.AU) OR FACEBOOK

