

The Village Press olive oil is a single cultivar, first press, cold press, unfiltered, additive-free, kosher & halal certified, extra virgin olive oil.

By single cultivar we mean...

the fruit of a single variety of olive tree e.g. Barnea (Israeli), Manzanillo (Spanish), Picual (Spanish), Frantoio (Italian) and Leccino (Italian). The olives utilised in The Village Press olive oils are handpicked from a single variety of tree from a single location (grove) and pressed en masse to retain the distinctive characteristics of the terroir and growing conditions particular to the region in which the grove is situated.

By first press we mean...

The Village Press olive oil is produced by pressing the olives once (and only once). Other producers may take oil from a second and third pressing while others may use chemical solvents to extract yet further quantities of oil. The Village Press philosophy does not embrace the concept of second and subsequent pressings so any oil in The Village Press range (by definition) is only the product of a first pressing.

By cold press we mean...

that the olives and olive oil never reach a temperature above 28° C during the whole process (from picking through to bottling). International standards have set the temperature at 28° C in order for the oil to retain its natural nutrient levels which begin to alter and change when subjected to higher temperature levels.

By unfiltered we mean...

that the oil still contains traces of the olive solids (olive flesh). This is done on purpose. Olives and olive oil contain high levels of antioxidants. By refusing to filter the oil, some of the goodness of the olive flesh is retained.

By additive-free we mean...

that during the pressing process no chemicals or additives are introduced. What is produced is confined entirely to the oil and solids naturally occurring in the olive fruit without any assistance or enhancement.

By kosher & halal certified we mean...

that the pressing process is regularly inspected and is certified as having been produced to the standard required of the kosher and halal certifying authorities.

By extra virgin we mean...

that the oil adheres to the international criteria set down for permissible oleic acid levels, the presence or absence of phenolics, taste characteristics and other descriptors.

