

ORGANIC UNFILTERED POLYPHENOL-RICH, GREEK EXTRA VIRGIN OLIVE OIL

Cold-pressed from single-varietal Koroneiki olives, grown on a family organic grove in Lakonia, Greece and harvested early to produce a polyphenol-rich olive oil. It's an everyday oil carrying an authorised polyphenol health claim most oils don't qualify for.



WHAT ARE POLYPHENOLS & WHY DO THEY MATTER?

- Polyphenols are natural antioxidant compounds found in olives.
- The higher the polyphenol level, the more premium the oil is, the greater the flavour complexity and the more likely it is to carry the authorised polyphenol health claim
- This oil contains two key polyphenol compounds - oleocanthal is responsible for that distinctive peppery finish, and hydroxytyrosol, one of the most potent antioxidants found in olive oil.
- The EU has approved just one health claim for olive oil - and it's about polyphenols.
- Only olive oils with at least **250mg/kg of polyphenols** qualify to make a polyphenol health claim - the majority of olive oils don't qualify.
- This extra virgin olive oil has been lab tested and it has **330mg/kg polyphenols**.

THE EFSA AUTHORISED HEALTH CLAIM:

“Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress. The beneficial effect is obtained with a daily intake of 20g of olive oil.”

EVALUATED BY THE EFSA. CLAIM AUTHORISED UNDER EU REGULATION (432/2012).

WHY THIS OIL IS DIFFERENT?

Authorised polyphenol health claim

This oil has been lab tested at 330mg/kg, which is above the 250mg/kg benchmark required to carry the only health claim approved by the EU for olive oil. For the full authorised wording and daily intake guidance, see the 'What are polyphenols' section.

Early harvest benefits

Olives harvested early carry a **significantly higher polyphenol content** than olives left to fully ripen. These olives were harvested early in November, with a focus on quality over yield.

Certified organic

The olives are grown without synthetic pesticides or chemicals, in soil maintained through organic farming practices. Organic cultivation supports healthier, more nutrient-rich olives and keeps the oil as natural as possible. **Certified by Organic Farmers & Growers.**

Polyphenol-rich, made for every day

This oil is sourced specifically to carry an authorised polyphenol health claim, but not so high in polyphenols that the flavour becomes overpowering. It's balanced flavour profile makes it an everyday oil - perfect for drizzling, dipping and dressing, or simply use as an ingredient.

Unfiltered & cold-pressed within hours of harvest

To retain the natural polyphenols, antioxidants, and nutrients in the olive. Filtering can reduce the natural compounds, and heat breaks them down. This oil has been obtained solely by mechanical means.

Provenance and traditional production

Made by Nikitas Toutoulis, a third-generation olive grower, whose family has worked the same land for decades. Grown in the **P.G.I. Lakonia region** of Southern Greece, a legally protected origin, which guarantees quality and adherence to traditional production.

Single-variatal, Koroneiki olives

Regarded as the 'Queen of Olives' in Greece. One of the oldest and most celebrated olive varieties in the world, prized for their exceptional flavour and known for producing high-quality polyphenol oil.



Steel protects what glass can't

Light degrades olive oil by breaking down polyphenols and flavour compounds. Unlike dark glass, steel blocks 100% of UV light, protecting the oil from press to pour.

