

**Bottles of Olive Oil that carry the Extra Virgin Olive Oil (EVOO) Label, as pictured below, have meet the following criteria and can give you confidence that you are buying what the label claims.**



**Criteria for permission to use the “OLIVETI” Extra Virgin Olive Oil Label**

1. The Brand Owner/Business entity, must be a financial member of Oliveti.
2. The oil must be label dated, as to harvest and use by, and be varietal named.
3. The Oil must meet the EVOO levels of Free fatty Acid (below 0.8%) and Peroxide (below 15) as outlined by the IOC and tested by a reputable science laboratory.
4. The oil must have been entered into the Oliveti Awards programme and pass the sensory analysis tasting by the judges in the given year. The oil does not need to receive an award but must be considered free of defects by the Judges.
5. The EVOO labels must only be used on those bottles containing oil that meets the criteria of 2-4 above.