



### Objective criteria for good olive oil



The main criteria of olive oil set by the International Olive Oil Council are based on three key factors: acidity, **oxidation** and its **organoleptic characteristics** - **aroma, colour, taste**.

#### Acidity:

Acidity is one of the most important criteria for both professionals and ordinary consumers. It determines the quality classification, grading and fixing of the price of oil. The fatty acids in oil are either free or bound to an alcohol called glycerol. Free fatty acids form the acidity of the oil. The acidity is usually expressed as a percentage (1.5 %...). The higher the number, the more free fatty acids. The degree of development of this acidity is due to several factors (which begin to affect the fruit early on) such as the fruit fly that has affected the olives, breaking the fruit at harvest time, and time and way of storage of olives, and particularly the final grinding of the mill.



**FLAVOUR AND AROMA OF THE OLIVE OIL**



The flavors and aromas of olive oil.



