

The Village Press

Olive Oil Fundraiser Offer

THE
VILLAGE
PRESS

thevillagepress.co.nz

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 28o C during the whole process (from picking through to bottling). International standards have set the temperature at 28o 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.



Brett McGregor teams up with The Village Press

Brett McGregor, NZ Masterchef winner and ex Deputy Principal is passionate about the health of our youth. Teaming up with Village Press Olive oil they plan to rid our schools of the sweet and sickly fund raisers of the past and give them an opportunity to fundraise for their sports clubs and organisations - A completely healthy alternative with massive earning potential for any event etc you may need to raise money for. Whether you are heading overseas for sport or a special event this is one great way to get a head start on your competition.

