

# more (2000) Happiness into Your Life

EUROPEAN EXTRA VIRGIN OLIVE OIL, EXTRAORDINARY FOOD

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.













## THERE ARE MANY VIRTUES



#### **Rich in Antioxidants and Nutrients**

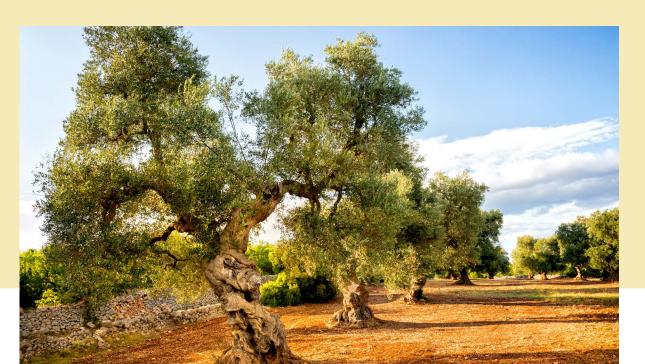
Extra virgin olive oil is a natural source of antioxidants, vitamins E and K and monounsaturated fatty acids, known for their cardiovascular and metabolic health benefits. Regularly introducing extra virgin olive oil into one's diet can help reduce the risk of chronic diseases and promote general well-being.

#### **Authentic Flavour and Tradition**

Besides its nutritional and culinary qualities, extra virgin olive oil is also an integral part of the culture and culinary tradition of many regions of the world. It is the fruit of centuries of cultivation and artisanal production, and each drop tells the story of the land and the hands that cultivated and harvested it.

#### **Distinctive Taste and Aroma**

Extra virgin olive oil is celebrated for its intense and complex flavour and aroma. Thanks to the variety of olives used and the production processes, each oil can offer a unique flavour profile ranging from fruity and herbaceous to slightly spicy or bitter. This richness of flavour makes extra virgin olive oil an ideal choice to enhance the taste of any dish.





### a Joy For the senses

Extra virgin olive oil is a multi-sensory experience. Its colour varies from deep green to bright golden, while its aroma evokes images of olive fields and blossoming orchards. On the palate, it reveals a harmonious balance of fruity, slightly bitter and spicy flavours, with nuances of fresh herbs and spices. This symphony of flavours is what makes extra virgin olive oil so suitable for enriching simple or complex dishes, giving them depth and complexity.

