

1 What is in this document?

Thank you for considering the purchase of Elike Extra Virgin Olive Oil from Greek Street Bakery. Elike Extra Virgin Olive Oil is unique and it is special. This is our story that explains:

- ✓ Why good quality olive oil is special.
- ✓ About where our olives are grown and how our olive oil is produced and stored as it is the combination of these factors that results in what we believe is the highest quality, most nutritional, and most naturally aromatic and flavoured olive oil in the world.

Of course our opinion is subjective so we will help you to make up your own mind by also:

- ✓ Telling you a little about other olive oils.
- ✓ Providing you with a technical specification so that you can compare ours with other products.

2 What is special about olive oil?

Many studies performed by various independent research institutions have shown conclusively that olive oil lowers blood pressure, reduces cholesterol, inhibits platelet aggregation, and lowers the incidence of breast and colon cancer. Because it contains so many powerful antioxidants, olive oil seems to significantly reduce the oxidation of LDL (Low Density Lipoprotein) cholesterol and therefore prevents heart disease. These same antioxidants are also responsible to a great extent for the stability, shelf life, and flavour of olive oil.

3 What is special about olive oil from Greece?

There are approximately 800 million olive trees in the world, with 700 million of them in the Mediterranean area and 140 million in Greece. Greece has a truly ancient and very proud history of olive production, and a substantial proportion of the Greek population are connected to the olive industry. Greek people know their olives and are very discerning about the products they choose to put on their tables.

Greek olive oils have their own special flavours ensuing from the particular varieties of olives cultivated only in Greece and from the microclimates and particular environments in which the groves produce their fruit. Each variety of olive has its own distinct characteristics and there is a wide range of colours, aromas and flavours which lend their characteristics to good quality olive oil.

Starting with the Greek farmers and their families who cultivate the olive groves and produce the olive oils, to the people like us at Greek Street Bakery who bring these oils to market, to the Greek government that strictly enforces laws that regulate quality, the Greek people take special pride in quality, nutritional value, aroma and taste. It's a significant industry and too important to compromise. Most producers are compliant with standards such as ISO (HACCP), BRC and EEC Regulation 2092/91 for harvesting, production and packaging.

This unwavering tradition and commitment results in olive oil that is so good that olive oil imports in Greece are non-existent, and there are no blends available in Greece of Greek and foreign olive oils, something that is common practice in other olive oil producing countries. In fact other countries (and indeed Greek producers of other types of oil) blend Greek olive oil with their oils in order to grant them the Greek olive oils' unparalleled taste and aroma. Beyond the borders of Greece, because of the olive oil industry's drive towards profits and not service to the consumer, it is almost impossible to obtain high quality olive oil that is rich in antioxidants (and thus the full health benefits) outside Greece.

90% of Greece's olive oil exports are to the European Union, 80% in bulk for blending and packaging elsewhere, and 10% as Greek branded olive oil. There is a steady rise of exports to non E.U. countries such as Argentina, Australia, Canada, China, Japan and the USA.

4 What is special about Elike Extra Virgin Olive Oil?

Elike is a village of about 600 people located 5 kms from the town of Aigio on the coast of the Gulf of Corinth. It was named after the ancient town of Helike that disappeared over night in an earthquake-tsunami in 373 B.C.

Elike Extra Virgin Olive Oil is produced exclusively from olives cultivated by 2,000 growers in the hills surrounding the town of Aigio at altitudes between 150m and 600m. With the exception of northern Crete, this area is unique as the groves are on north facing slopes with rocky, limestone soil, plenty of fresh, relatively low humidity air and plenty of sunshine. Soil rich in the constituents most valued by the olive tree, altitude, close proximity to the sea, hot clear blue-skied summers and mild winters combine to significantly reduce the fruit's vulnerability to disease and create unique and absolutely perfect conditions for the production of top quality extra virgin olive oil.

This potential is harnessed and complemented by organic cultivation and growing, hand and comb harvesting, clear quality selection criteria, traditional cold press and stone grinding mechanical methods of crushing and extraction, and clinical storage and bottling. The olive oil is checked thoroughly by our accredited laboratory (ISO 17025) which is one of the few accredited laboratories owned and operated by the food industry.

The result is 100% pure, high quality extra virgin olive oil, which is healthy and has a light aroma of fresh raw olives and a smooth full bodied taste.

- ✓ **100% pure** because there are no additives or blends.
 - The olives are purely from the Greek province of Aigialeia; our supply meets the Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) criteria.
 - The production processes comply with ISO 9001:2000, ISO 22000 (HACCP) and BRC; the laboratory is certified by ELOT-EN-ISO/IEC 17025:2005.
 - The organic olive oil is certified by the Organisation for the Inspection and Certification of Organic Products to conform to the requirements of EEC Regulation 2092/91 and all modifications there of as well as with the requirements for organic products of the USDA.
 - The oil is stored and packaged under stringent quality control and quality assurance procedures and the packaging facility operates according to the HACCP system.
- ✓ **High quality and extra virgin** because:
 - The acidity is usually 0.3% to 0.6% and never above 0.8% (the lower the acidity the better the quality and the better the taste).
 - The chemical structure of the olive oil molecules and the natural nutrients and antioxidants present in the olives are preserved by low temperature 'cold pressing' and low pressure 'stone grinding' production techniques.
- ✓ **Healthy** because:
 - It is unfiltered (the way the Greek farmers like it) or only lightly filtered.
 - It has a very high antioxidant potential making it one of the best olive oils in terms of health benefits (and of course there are no additives or chemicals).

- ✓ **Great tasting** because it has very low concentrations of the polyphenols mostly associated with bitterness (such as Oleocanthal) while it contains other highly antioxidant compounds (such as Hydroxy-tyrosol) which are less bitter.

The annual production of the area is more than 5,000 tons of extra virgin olive oil. Due to the proximity to Athens and the oil's highly recognised quality among Greeks, most of this is directed to the Greek market either by the agricultural union or the farmers themselves.

5 What about other olive oils?

The key factors to consider when buying olive oil are **quality, taste, nutritional value and price.**

"Finding quality outside Greece is like looking for a needle in a haystack."

Outside Greece it is difficult to find high quality 100% extra virgin olive oil in supermarkets, and when it is available it is very expensive. Many of the oils sold at supermarkets are blends of various kinds of oils that are designed to reduce cost and increase profits.

"Labelling is no guarantee of quality."

Relaxed regulations with respect to labelling of olive oil allow olive oil companies to label their products as "Extra Virgin Olive Oil" despite the fact that most of these oils are mixtures of low quality.

"If it's not 100% Extra Virgin it doesn't carry all the health benefits."

Many products labelled "Extra Virgin Olive Oil" do not contain the nutrients that are so essential to health; these nutrients have been removed or neutralised as a result of the way the oil has been processed and diluted with oils produced from other sources (canola, hazelnut, etc.), olive oils of other grades, refined olive oils and generally oils of much lower quality. Refined olive oils often have low acidity but they also have zero nutritional value and contain traces of the chemicals used during the refining process.

6 Eliki Technical Specification

6.1 Process Description

1. The olive oil of the region of Aigialeia is considered among the top quality olive oils in Greece.
2. Eliki extra virgin olive oil is produced exclusively by the Agricultural Cooperatives' Union of Aeghion. The company uses only stainless steel tanks to store the olive oil. The processing is in air conditioned buildings to avoid the temperature effect on the quality of oil. New filling and packaging machinery have been recently installed. The Quality Control Laboratory is equipped with Gas Chromatographer/Mass Spectroscopy, High Performance Liquid Chromatography, Spectrophotometers and NIR apparatus, operated in an environment of accredited laboratory. The factory has ISO 9000:2000, ISO 22000, ISO 17025 and DIO (certification for its organic products).
3. The quality is due to a number of factors including suitable soil, plenty of sunshine, plenty of fresh air and appropriate slope direction (north facing). It has been cultivated since ancient times in the old lost town of Eliki and now days it is cultivated in all the north coast of Peloponnesus.
4. No pesticides, herbicides or other chemicals are used and the cultivation is done in small family enterprises. The oil is produced by cold pressing. The temperature is kept throughout the production process below 27 degrees Celsius.
5. The oil press factories are inspected by the Union's personnel. The oil factory receives the oil and keeps it in high hygiene stainless steel tanks. The product is stored according to its quality characteristics in different tanks. The production line at the factory includes pumping, light filtration, storage in tanks, packaging, boxing and palletising. ISO 22000 (HACCP system) has been applied in the oil factory.

6. Extensive quality control takes place in raw product, intermediate stages and final product. The quality characteristics meet and in most cases exceed by far the official E.U. quality standards for extra virgin olive oil set by E.U. legislation (E.U. 2568/91).

6.2 Sensory Characteristics

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| 1. Flavour: Good, pleasant, fruity, typical of olive oil | 4. Colour: Green to yellow |
| 2. Taste: Smooth, sweet, fruity, typical of olive oil | 5. Flow ability: Free Flowing |
| 3. Appearance: Excellent | 6. Panel Test: >6.5 |

6.3 Nutritional Characteristics

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| 1. Energy (per 100g): 910 kCal (3800 kJ) | 2. Energy (per 100 ml): 828 kCal (3460 kJ) |
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6.4 Physical Characteristics

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| 1. Viscosity: 84 mPa.s (84 cP) at 20 degrees Celsius | 2. Specific Heat: 2.0 kJ / (Kg.degree Celsius) |
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6.5 Chemical properties

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| 1. Acidity: <0.6% | i. Erucic Acid: <0.05% |
| 2. K232: <2.30 | j. Bechenic Acid: <0.15% |
| 3. K270: <0.18 | k. C18:1 trans: <0.05% |
| 4. DK: <0.01 | l. C18:2+C18:3 trans: <0.05% |
| 5. Peroxide Value (meqO2/Kg): <16.0 | 7. Halogen Volatile Solvents (ppb): |
| 6. Concentration in Fatty Acids (%W/W): | a. Freon: <5 ppb |
| a. Oleic (9-Octadecanoic) Acid: 76-79% | b. C2H3Cl3: <5 ppb |
| b. Palmitic (Hexadecanoic) Acid: 9-11% | c. C2H2Cl4: <5 ppb |
| c. Stearic (Octadecanoic) Acid: 3% | d. Others: <5 ppb |
| d. Linolenic (9, 12 Octadecadienoic) Acid: 7-10% | e. Total: <10 ppb |
| e. Myristic (Tetradecanoic) Acid: <0.03% | 8. Stigma steadiness: <100 ppb |
| f. Linolenic (9, 12, 15 Octadecatrienoic) Acid: <0.8% | 9. Saturated (Aliphatic) Alcohols: <120 ppm |
| g. Arachidic (Ecosanoic) Acid: <0.5% | 10. Sterols (Total): >1000 ppm |
| h. Ecosenoic Acid: <0.4% | 11. Cholesterol: <0.3% |
| | 12. Cambisterol: <4% |
| | 13. Pesticides: Below Determination Limits (<1 ppb) |