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PrimOli Project

The PrimOli Project began in 1988 thanks to an intuition: the extra virgin olive oil market was ready to welcome more refined consumers. Consumers aware that, as with wine, the organoleptic profile of a single-origin oil is rooted in a combination of agronomic factors that are part of local tradition and expertise, a concept known as “typicity”.





PrimOli seized this opportunity and decided to innovate the market with a large scale launch of a new range of extra virgin olive oils produced and bottled in Italy’s finest olive-growing areas.

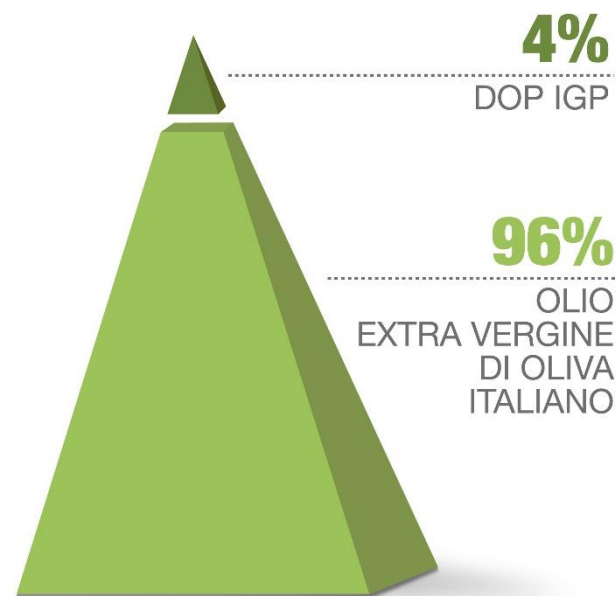
PrimOli has always been ahead of its time. During its first years of operation, PrimOli had already anticipated EU regulations on PDO and PGI olive oils.

PDO and PGI oils niche market

Our target market is the finest extra virgin olive oil niche. Today, this segment represents about 4% of overall Italian production, however a much greater quantity of oil, from southern Italy in particular, could be certified as PDO and PGI.

To be classified as PDO or PGI an extra virgin olive oil must comply with specific regulations setting out conditions and requirements relating to typicity:

-  Production area
-  Olive variety
-  Typical sensory profile
-  Restrictive analytical parameters



PDO and PGI oils niche market



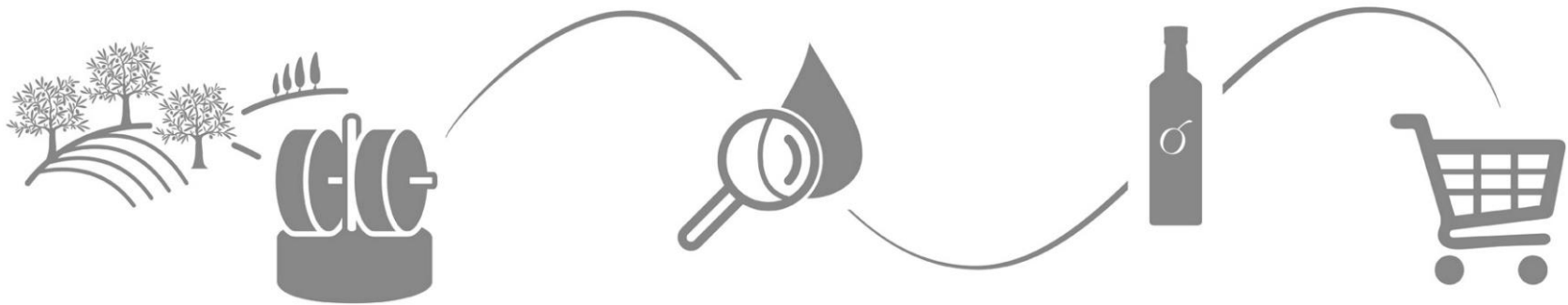
To obtain a certificate of conformity with Product Specifications, with the view of obtaining a PDO or PGI classification, each batch of bulk oil must be checked by an independent body for traceability and compliance with the applicable analytical and organoleptic parameters.



Sourcing policy

Sourcing is a strategic activity for PrimOli, as raw materials constitute a large portion of total costs, but also because PrimOli's relationship with the producers is the company's most valuable asset.

Beside undergoing a careful selection of raw materials, we ensure having enough product to satisfy market needs, despite limited market availability and a high level of supply fragmentation.



Monitoring the entire production chain

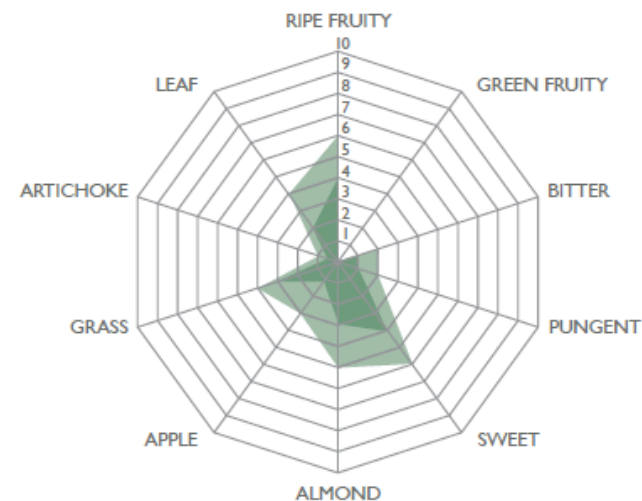
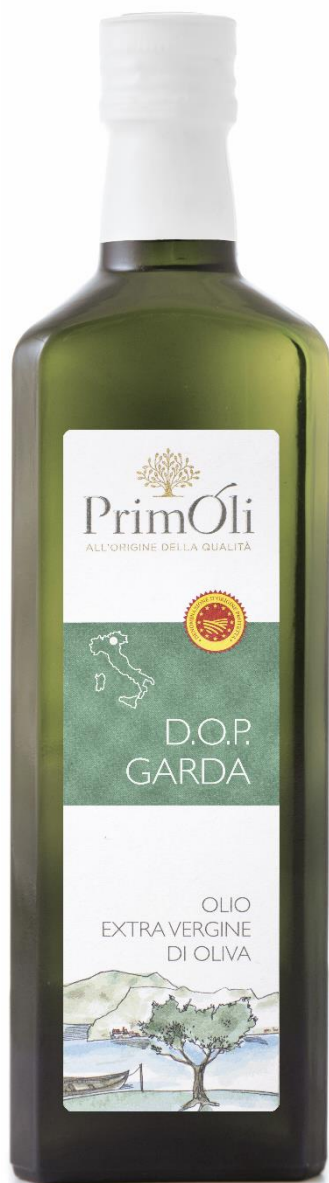
- PrimOli monitors quality at every stage of the outsourced bottling process, from testing samples of bulk oil to the end product.
- Production units are periodically inspected to ensure that all requirements are met.
- An in-house traceability system identifies and tracks every production batch, ensuring that any non-compliance is managed appropriately.

A wide range of origins



The PrimOli brand gives added value to a wide range of extra virgin olive oils produced and bottled in Italy's finest olive-growing areas that bear the European PDO/PGI certification as a guarantee of their origin and quality.

D.O.P. GARDA



Production area: Garda Lake region



Harvest: no later than January 15 each year



Olive variety: manly Casaliva, Frantoio and Leccino



Colour: from green to yellow



Aroma: medium fruity

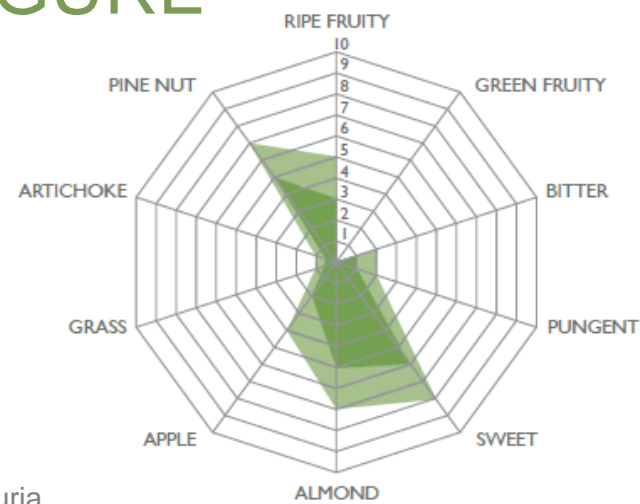









Flavour: medium fruity with a grassy note



Food pairing: straight from the bottle on seafood, freshwater fish and white meat

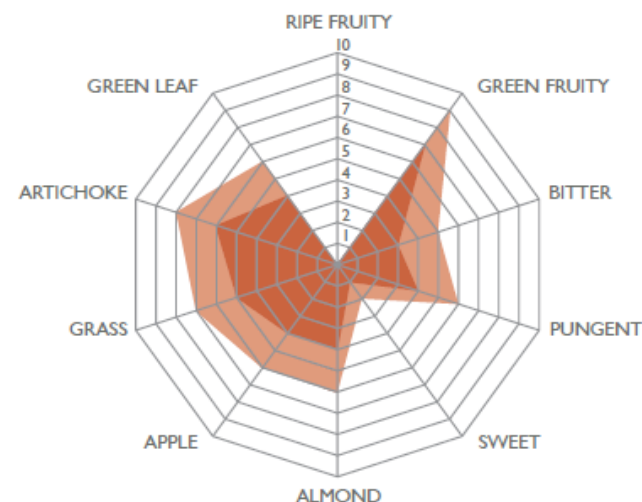
D.O.P. RIVIERA LIGURE










-  **Production area:** province of Imperia, Liguria
-  **Harvest:** no later than March 31 each year
-  **Olive variety:** manly Taggiasca
-  **Colour:** from yellow to greenish yellow
-  **Aroma:** of ripe fruit
-  **Flavour:** lightly fruity with a distinct sweet sensation
-  **Food pairing:** straight from the bottle for steamed or baked fish and seafood salads

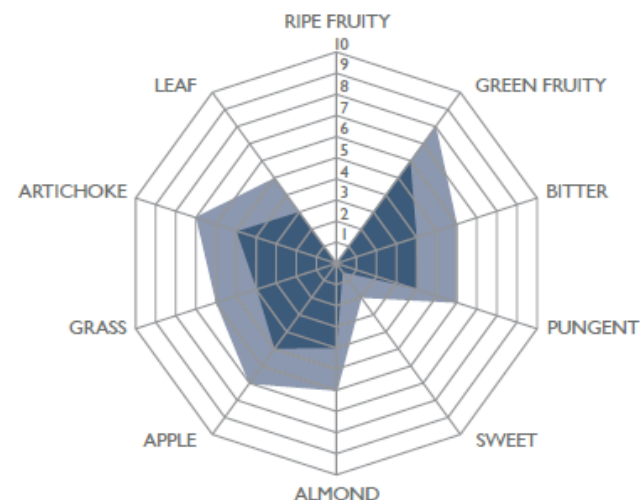
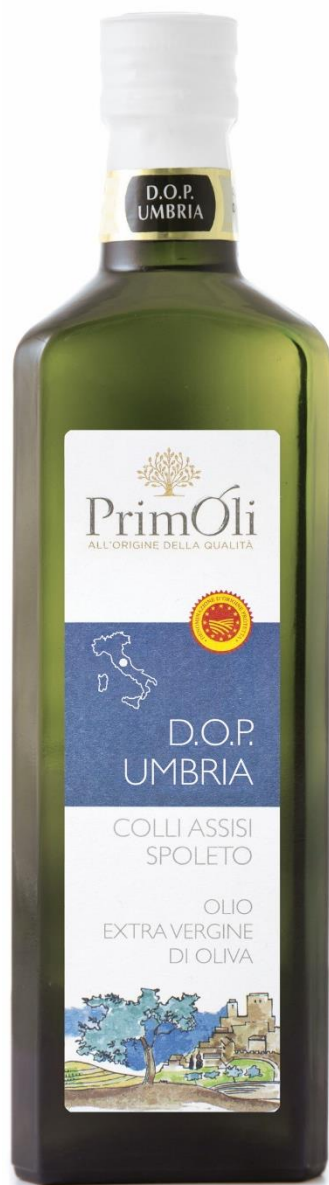









I.G.P. TOSCANO



-  **Production area:** Tuscany
-  **Harvest:** Each year the Tuscan Oil Consortium establishes the picking period
-  **Olive variety:** mainly Frantoio, Moraiolo and Leccino
-  **Colour:** bright green
-  **Aroma:** full and persistent fruity
-  **Flavour:** intensely fruity with a hint of artichoke
-  **Food pairing:** straight from the bottle for rustic soup, steak with rocket, a dish of game or the classic Tuscan bruschetta

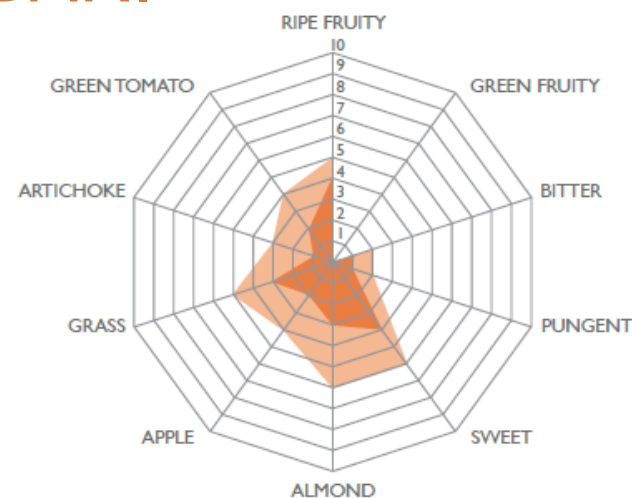
D.O.P. UMBRIA










-  **Production area:** central hills of Umbria
-  **Harvest:** no later than January 15 each year
-  **Olive variety:** mainly Moraiolo, Leccino and Frantoio
-  **Colour:** from green to yellow
-  **Aroma:** intensely fruity
-  **Flavour:** intensely fruity with a bitter spicy note
-  **Food pairing:** straight from the bottle drizzled over pulse soups, grilled dishes and aromatic crudités.



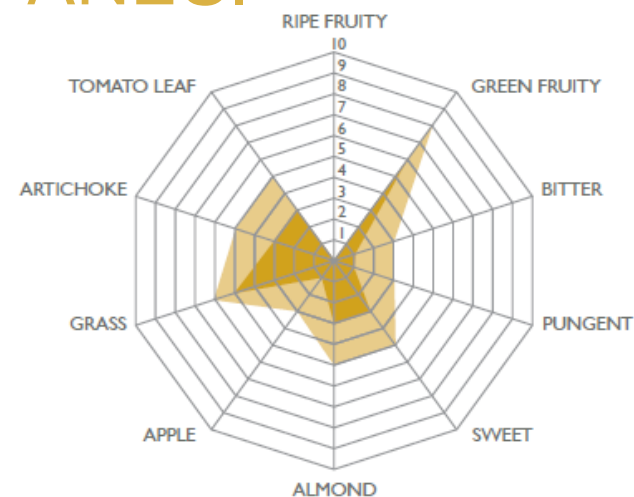
D.O.P. TERRA DI BARI










-  **Production area:** province of Bari, Puglia
-  **Harvest:** no later than January 30 each year
-  **Olive variety:** mainly Coratina
-  **Colour:** green with yellow highlights
-  **Aroma:** intensely fruity
-  **Flavour:** intensely fruity with hints of fresh herbs and a slightly spicy note
-  **Food pairing:** straight from the bottle drizzled over durum wheat pasta dishes with seasonal vegetables, minestrone soup and tasty roasts

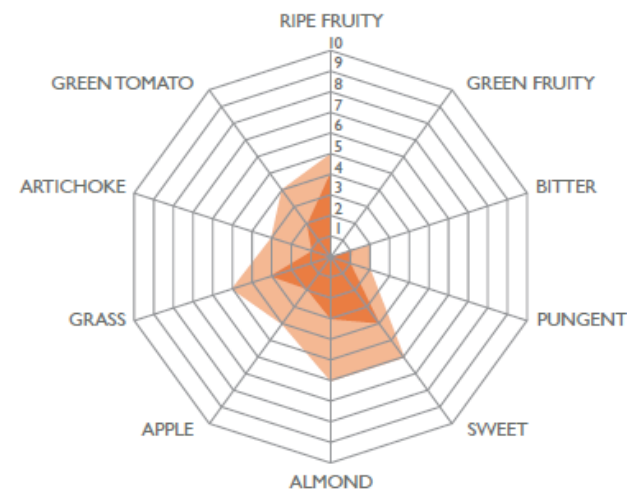


D.O.P. VALLI TRAPANESI



-  **Production area:** province of Trapani, S
-  **Harvest:** no later than December 30 each year
-  **Olive variety:** mainly Cerasuola and Nocellara del Belice
-  **Colour:** green with yellow highlights
-  **Aroma:** fruity with a grassy note
-  **Flavour:** medium fruity with a light bitter and spicy note
-  **Food pairing:** straight from the bottle over a plate of local fish, barbecued tuna or grilled vegetables

I.G.P. SICILIA



Production area: Sicily



Harvest: no later than January 30 each year



Olive variety: mainly Biancolilla, Cerasuola and Nocellara del Belice



Colour: from green to yellow



Aroma: fruity with a sensation of green tomato and fresh grass



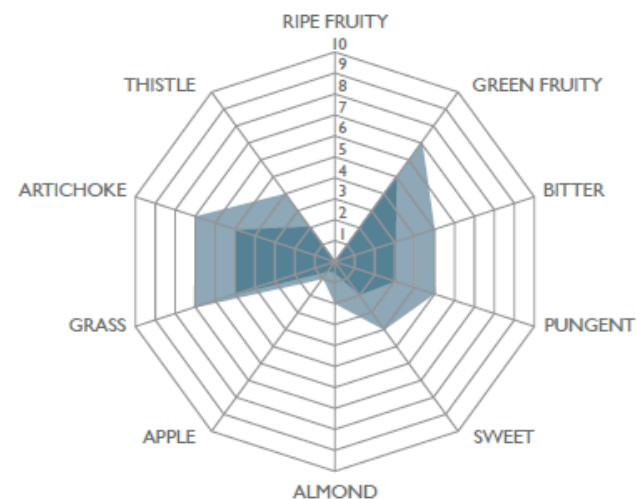
Flavour: medium fruity with a balanced note of spicy bitterness










Food pairing: straight from the bottle for vegetable sauces, grilled fish and fresh cheese such as ricotta



D.O.P. SARDEGNA



-  **Production area:** province of Sassari, S
-  **Harvest:** no later than January 31 each year
-  **Olive variety:** mainly Bosana
-  **Colour:** from green to yellow
-  **Aroma:** fruity with a note of grass
-  **Flavour:** medium fruity with a sensation of artichoke and a slightly spicy note
-  **Food pairing:** straight from the bottle for homemade pasta and lamb roasts

BIO 100% ITALIANO



Choosing to use organic olive oil means following a healthy diet that is also good for the environment, without forgoing taste and nutritional properties.

Organic agricultural methods are a long term commitment aimed at maintaining the land fertile through the use of organic compost and minerals found in nature. Thus avoiding the need for pesticides, other chemical products and GMOs. Promoting instead greater biodiversity through a choice of local varieties, naturally resistant to parasites and diseases.

Frutto della Vita, certified as organic by the official body Suolo e Salute, is an extra virgin olive oil from Italian cultivars that have been selected for their ability of adapting to environmental conditions.

Its harmonious and delicate flavour makes it ideal on all recipes: delicate in flavour, gentle on the environment.



ORGANISMO DI CONTROLLO
AUTORIZZATO DAL MIPAAF
IT-BIO-004
AGRICOLTURA ITALIA