

DAN FLYNN

GETTING EV00 VALUE



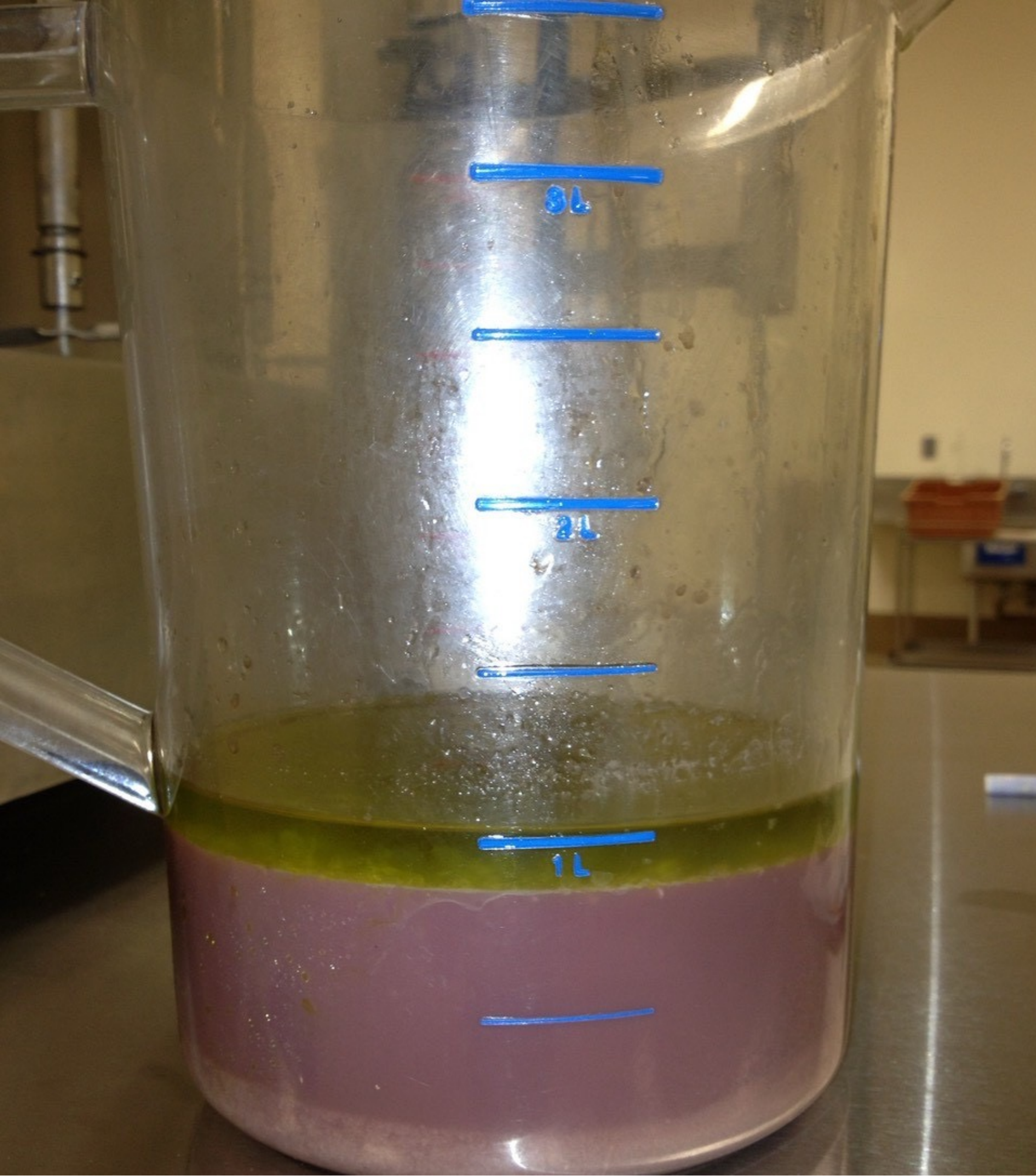
**THE OLIVE TREE
SURELY IS THE
RICHEST GIFT OF
HEAVEN.**

Thomas Jefferson

6,000 years old, Naxos, Greece







EXTRA VIRGIN

- ▶ “Extra virgin” is highest grade in the virgin category
- ▶ EVOO sensory standard: perceptible fruitiness with no off-flavors
- ▶ EVOO chemistry standards (IOC)



Report

Evaluation of Olive Oil Sold to Restaurants and Foodservice

Selina Wang, PhD; Edwin Frankel, PhD; and Dan Flynn



Chef Paul Bartolotta

Photo: Jeremy Clow

September 2012



**9 OF 15 EVOO SAMPLES
FAILED SENSORY
STANDARD, 1 SAMPLE
ADULTERATED.**

UC Davis Olive Center, 2012

POSITIVE FLAVOR ATTRIBUTES

Fruity

- ▶ Green fruity (grassy, artichoke, arugula, green apple, green banana, tomato leaf)
- ▶ Ripe fruity (nutty, buttery, tropical, stone fruit, ripe banana)

Bitter

Pungent



NEGATIVE FLAVOR ATTRIBUTES

- ▶ Oxidation
 - ▶ Rancid (old nuts, crayons, play-doh)
- ▶ Fermentation
 - ▶ Fusty/muddy sediment (dumpster/diaper)
 - ▶ Winey (vinegar, nail polish remover)



MYTHS AND FACTS

LOW SMOKE POINT

- ▶ Smoke point does not predict oil performance when heated
- ▶ EVOO has high stability compared to other cooking oils
- ▶ EVOO ~400°F, VOO ~350°F

LABEL CLAIMS

- ▶ First cold press
- ▶ Less than 0.8% acidity
- ▶ Packed in Italy

Lab centrifuge shows bands of green olive oil



~~A 1000~~
PICAL
A 122
Filtered

A 124
ARB EQUINA

A 3
KALAMON

TAGGIASCA
A 206

A 182
EMPEURÉ

A-168
SEVILLANO

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HARVEST DATE

- ▶ Time is not our friend
- ▶ One harvest per year
- ▶ Best-before date not as useful



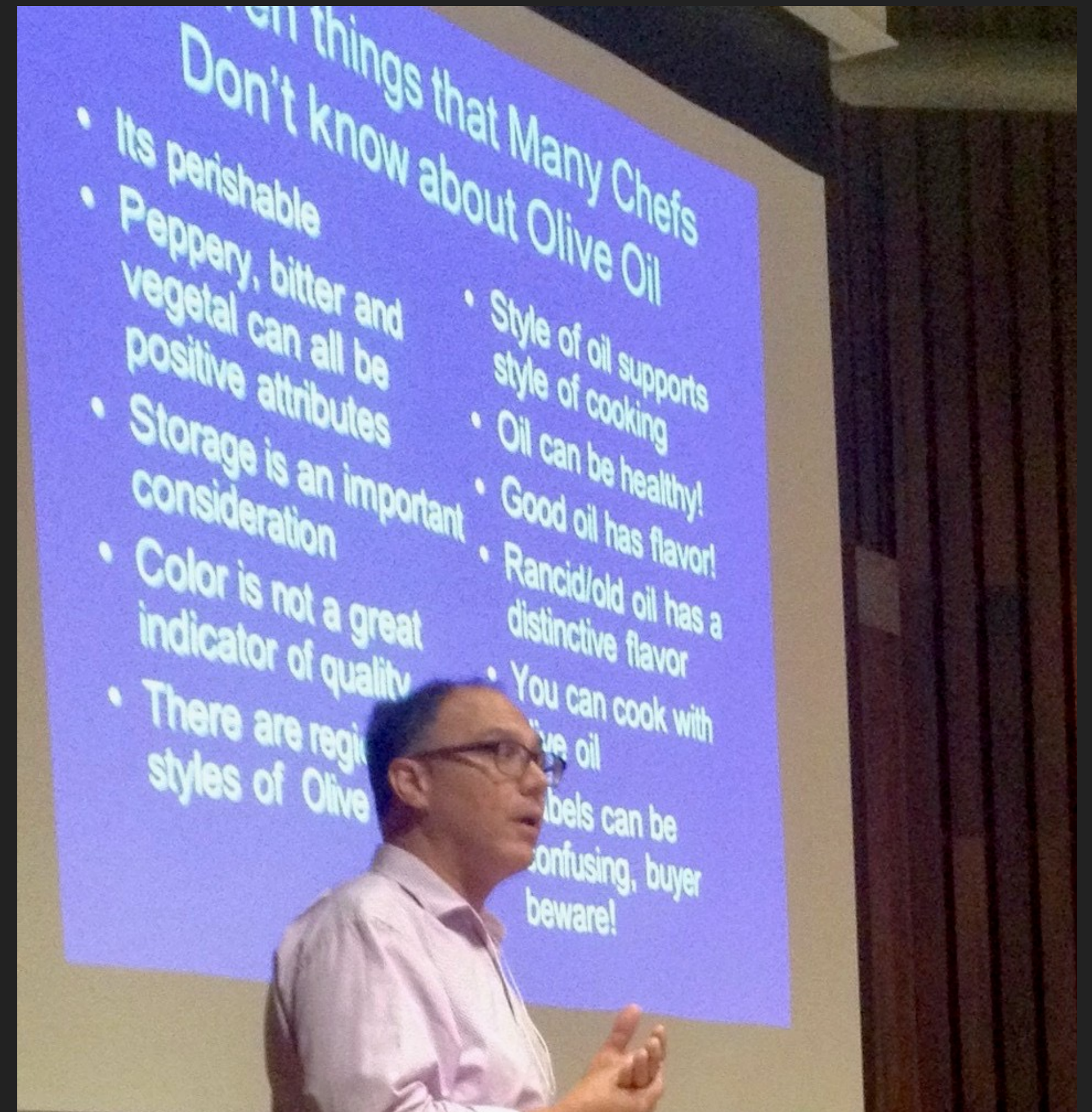
PROTECTIVE STORAGE

- ▶ Cooler storage = longer shelf life
- ▶ Opaque/dark container
- ▶ Bag in box is outstanding



TASTE

- ▶ Taste it straight
- ▶ Experiment in the kitchen
- ▶ Tasting at the reception



CIA Chef Instructor Bill Briwa, 2015