



GREEK ESTATE · INDEPENDENT · EDUCATIONAL

THE OLIVE ORACLE

The eye behind every bottle

The 30-Second Bottle Checklist

Olive oil is the most faked food product in the world. You don't need a lab to catch it — you need four things and about thirty seconds in the aisle. Run any bottle through the Oracle's Four Checks.

- 1** THE HARVEST DATE
Look for a **harvest date** — not a best-by date. If a producer isn't proud enough to tell you *when* the oil was made, that's your first warning. Fresh matters: good oil is at its best within about eighteen months of harvest.
- 2** A SPECIFIC ORIGIN
Look for a **single estate, a named village, or a named producer** — not just "Product of Greece" or "Product of the EU," which can legally mean almost anywhere and anything blended together.
- 3** THE TASTE TEST
Real extra virgin is **bitter and peppery** — it catches at the back of your throat and can make you cough. That sting is oleocanthal, a sign the polyphenols are alive. Flat, greasy, or buttery-smooth? It's old or refined.
- 4** KNOW YOUR SOURCE
The best oils come from people who grow, press, and bottle their own — and **publish their acidity and polyphenol numbers** because they're proud of them. Ask for the numbers. Good producers have them.

IGNORE THIS ONE THING

The price. A \$30 bottle can be faked and a \$12 one can be real. The label tells you the truth — the price almost never does.

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