



Kreta Reserve Extra Virgin Olive Oil

Information and Retail Pricing

*You cannot buy
a higher quality
or more healthful
extra virgin olive oil
at any price!*

*Grown, Harvested, Pressed, Packed, and Imported
by GMHS International, LLC - Tony Sansone, CEO
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Super Low Acidity: 0.22%

The acidity in extra virgin olive oil is the first and foremost indicator of quality. Each crop year, we strive to produce oil with the lowest possible acidity level. The best oils we can find on the market have acidity levels of 0.3% or higher. Per standards set by the International Olive Oil Council, extra virgin olive oil can have acidity as high as 0.8%. Thus, Kreta Reserve has achieved a unique level of quality.

Super Low Peroxide Value: 9 meq O₂/Kg

In simple terms, the peroxide value of an extra virgin olive oil tells us how long the oil will last before it turns rancid. It is an indicator of the quantity of particles in the oil that have oxidized. For example, if you allow damaged, rotten, or rancid olives to be processed along with good olives, then the peroxide value will be high. The International Olive Oil Council allows a peroxide value of 20 or less for extra virgin olive oil. Our 2009 harvest crop had a very low peroxide value of 9. Kreta Reserve EVOO will remain fresh and wholesome for years when stored properly. In the better olive oils we tested, the peroxide value range was 12-14. Again, our efforts to produce the highest quality olive oil have been successful.

Super High Antioxidants: 288 ppm

Olives are rich in polyphenols. These are the antioxidants that are so good for your health—the same as you find in red wine, green tea, and other known healthful foods. There are many varieties of olives

grown around the world and some have more antioxidants than others. Kreta Reserve only uses a single olive variety and it has the highest concentration level of polyphenols among olives used to make oil. Depending on the processing method used, the polyphenols can be lost. We take very special care to preserve the polyphenols when our olives are processed into oil. Not all olive oils provide the same health benefits. For example, “lite” olive oils may contain concentrations ranging from 0-2 ppm polyphenols. These oils have little health value. The average polyphenol concentration in extra virgin olive oil on a grocer’s shelf ranges from 40 to 60 ppm polyphenols. Each crop year, Kreta Reserve always strives to offer a super premium extra virgin olive oil with the highest concentration of polyphenols.

Not a blend – Koroneiki olives only

Kreta Reserve Super Premium Extra Virgin Olive Oil is made only from Koroneiki olives grown on small family farms in the mountains on the island of Crete. An oil from one location, one olive, one processor, and one packer is always better than a blended oil because each step of the process to bring the oil to the customer can be monitored and quality controlled. When you see a label that says the oil is blended from oils from various countries (Turkey, Morocco, Tunisia, Syria, Spain, Italy, etc.), the broker made the oil from whatever oil was found on the international market. The broker may or may not care about how the olives were grown, cleanliness in harvesting and processing, transportation sanitary conditions, etc, etc. Some countries exporting olive oil have few food safety standards or no standards at all.

Superb Koroneiki taste

Each olive and oil has a distinct flavor. Koroneiki olive oil is bold, but fruity, with no earthy aftertaste. The polyphenols provide that peppery bite on the back of the throat that enhances the buttery flavor.

Verified by independent lab tests

We work very hard to produce a super premium extra virgin olive oil. Many producers produce quality oil, but we go one step further. Any customer may request copies of the independent lab tests for our oil that prove our claims of quality, freshness, and healthfulness. We control production from start to finish. We conduct tests for quality and food safety. To date, we have not found producers who offer customers complete independent tests that prove the quality of their oil.

From the tree, to the press, to the can, to you!

Simply the finest quality and most healthful extra virgin olive oil we can produce. Available in 250ml, 500ml, and one liter glass bottles as well as 5 liter and 20 liter bag-in-box, flex-spout containers. Check with your distributor for pricing on bulk volumes. Special shipping rates are available on our web site:

250ml bottle \$10.00 • half-liter bottle \$17.00 • one liter bottle \$30.00

Email: sales@kretareserve.net **Order online:** www.kretareserve.com

Enter Sales Code KRIF for special offers!

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