



Kreta Reserve Extra Virgin Olive Oil

March 14, 2022

From the owner, Tony Sansone - a message for all our valued customers:

Over the past ten years, we have not raised prices because we have been able to find savings in all aspects of our operations. It has been a huge learning experience to find savings in the cost of everything we do from harvesting the olives to the cost of bottle caps. However, efficiency in operations and supplies will no longer offset the exponential increases in all costs over the past year. Further, there is no end in sight for inflation in the prices of all goods we must buy, and ***especially for the cost of transportation due to the rising costs of fuel.***

Our first price increases are in shipping costs. ***The cost to ship one item remains the same.*** Note that this cost does not fully cover the actual cost of shipping one package to you, but we wanted to keep the process the same for as long as possible.

There are graduated shipping cost increases for an order of two to an order for five items. **After five items, you should call me or email for a shipping quote as shipping costs seem to go up every day.** Note we do not charge for packaging and handling and pass all the discounts we receive from UPS on to you.

I also must ask you to consider modifying your oil buying preferences so that we can keep costs down and deliver oil to you at a reasonable price per ounce.

- Glass bottles are great, but they are heavy to transport in bulk and to ship to you.
- Cans have more than tripled in price so we will no longer offer that packaging until we can source quality cans that meet our standards from Italy. Contrary to highly inaccurate urban myths about metal can packaging, the cans we use impart absolutely nothing--zero elements into the oil—period.
- Bag in box packaging is the best way to deliver Kreta Reserve Extra Virgin Olive Oil to you at a reasonable cost. ***Please consider switching to bag in box packaging for your oil.*** I was hugely skeptical of bag in box packaging until I personally had the bags tested independently and found them to be 100% safe.

I go to extraordinary efforts to make the best and healthiest EVOO for my customers. Therefore, I had to be sure it was put in perfectly safe packaging that would provide long shelf life and ensure the high quality of the oil I produced for you. That is why I hired an independent food safety lab to confirm the claims about bag in box packaging. In the end, I was convinced it was safe and met my high-quality control standards for bringing Kreta Reserve Extra Virgin Olive Oil to you.



Kreta Reserve Extra Virgin Olive Oil

-- Like glass, high oxygen barrier bags impart absolutely nothing—zero elements into the oil. We only use Smurfit Kappa bags made in Canada from virgin materials. Absolutely no recycled materials are used in the film for the bags. Oil in these bags is 100% safe and healthful. I found this not to be true of some cheaper bags made elsewhere.

-- Bag in box keeps the oil fresher. When you dispense oil from the bag to your oil bottle, no air goes back in the bag to affect the oil so it stays much fresher for the time it is in the bag. The high oxygen barrier bag protects the oil from air and the box protects the oil from light.

-- Oil is an annual crop. The oil you buy next month is not fresher. New oil comes in March each year. You can buy a larger bag in box for a cheaper price per ounce and use the oil over a longer period with the oil staying much fresher. Yes, it is more of an up front cost to buy the bag in box, but it yields a good long term savings on the cost per ounce.

-- The environmental footprint and cost of bag in box is exponentially smaller than other packaging. For example, one five-liter bag in box replaces 5 glass bottles, five labels, five caps, five fillings, five labeling steps, five capping steps, and a lot of packaging material to keep the bottles from breaking. There is a huge savings in transport and shipping because the bottle weighs about as much as the oil. Thus, one five-liter bag in box of oil is 1/2 the weight of five one-liter bottles of oil.

-- Both the bag and the box are fully recyclable.

-- Please note that we can sell you empty glass bottles, stainless steel pour spouts, stainless steel Fustis, and stainless steel oil pour cans to use with your bag in box oil. Your dishwasher will keep your bottle clean and fresh as needed.

We are working hard to look out for your interests and to bring you the finest quality and most healthful oil at the very best possible price. Call or email any time to discuss bag in box purchase options or any other issues.

Stay well and be safe.

Warm Regards,

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