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Ultra Premium olive oil and the **TASTING EXPERIENCE**

By Dave Ferraresi

Ultra Premium (UP) is a new category of olive oil that distinguishes the highest quality olive oil in the world. The UP standard was created by our exclusive importer, Veronica Foods, in response to the growing need to separate high quality extra virgin olive oils from what dominates the so called "gourmet" and "premium" olive oil markets, as well as the broader category sold in mass markets the world over, marketed under thousands of brands and private labels.

Many of our frequent guests fit the classic baby boomer demographic who enjoy traveling abroad, seeking experiential adventures associated with good health, cultural awareness and unique culinary or dining experiences. Many of those well-versed in wine tastings at their favorite vineyards are being exposed to olive oil tasting bars or gourmet specialty shops like Gustare Oils & Vinegars.

Each year of the new Northern Hemisphere harvest in October, we are excited return to Italy (Tuscany, Umbria and Sicily) and experience the early harvest varietals in their purest form during processing. It is always a memorable and flavorful experience to taste UP-EVOO at these select artisan mills or simply incorporating the freshest oils into our private villa cooking adventures with family and friends.

The UP standard is reserved for the finest extra virgin olive oils in the world. The new UP grade exceeds all existing European, Italian, Spanish, Greek, North American, Californian, or any other standard for the grade known as extra virgin olive oil. In order to qualify for the UP grade, the extra virgin olive oil must meet or exceed a comprehensive set of Production, Storage, Transportation, Testing, Chemistry, and Organoleptic requirements.




Production requirements for Ultra Premium olive oil

To ensure the highest level of quality olive oil is achieved, the highest quality fruit must be grown and the highest quality production processes utilized throughout the milling facility from beginning to end. These production requirements are based on prior results and therefore represent a set of best practices and guidelines for the farmer. The proof of these processes should be, but is not always, evident in the sensory and chemical analyses of the resulting olive oil.

- Oil must contain 100% of content from olives
- Must be estate produced or have complete traceability of each cultivar
- Must list all variety or varieties of olives
- Must display "Harvest" or "Crush" date
- Cannot be more than 14 months old from Harvest/Crush date
- Sustainable farming practices must be employed
- Harvest at the optimum moment for quality not yield (can vary with cultivar, conditions, location, and fruit maturity index)
- Mechanical extraction using malaxer, centrifugation and decanter

SOURCE: UPOLIVEOIL.COM

Objective, verifiable chemical standards form the foundation of the UP grade. Chemical analysis of EVOO has proven to be a fundamental indicator of sensory quality, predictor of perishability, and authenticity of olive oils. UP is the highest quality standard in the world because it utilizes the broadest array of available tests and enforces the strictest limits on all chemical standards. To learn more about Ultra Premium grade varietals, visit Gustare Oils & Vinegars to taste the difference today. 



Dave Ferraresi is Founder and Co-Owner of Gustare Oils & Vinegars, with locations in Chatham, Mashpee Commons and Wellesley. He can be reached at (508) 945-4505 or gustareoliveoil.com.



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