

Olive Oil Sensory & Tasting Lab





Veronica Foods



Keynote Speakers



Rachel Bradley

Rachel is Corporate Chef and Director of Research and Development of products and recipes at Veronica Foods Company. She holds a Certificate of Sensory Aptitude from (ONAOO) The National Organization of Olive Oil Tasters as well as a certificate from UC Davis Olive Center for completing the Advanced Sensory Evaluation of Olive Oil Course.



Leah Bradley

Leah focuses on sourcing VF oils, working with producers and farms at harvest to achieve outstanding single varieties. She has focused on olive oil chemistry while correlating her finding to the unique sensory attributes and defects which can be found in extra virgin olive oil. She was formerly a member of the AOCS Expert Olive Oil Panel (American Oil Chemists Society). She completed the AOCS course on Olive Oil Chemistry & Sensory Relationships and holds a Certificate of Sensory Aptitude from (ONAOO) The National Organization of Olive Oil Tasters as well as a certificate from UC Davis Olive Center for completing the Advanced Sensory Evaluation of Olive Oil Course.

Melgarejo*

ACEITE DE OLIVA VIRGEN EXTRA EXTRA VIRGIN OLIVE OIL HUILE D'OLIVE VIERGE EXTRA EXTRA NATIVES OLIVENÖL エキストラ・パージン・オリープオイル













Blas Melgarejo Cordero

Blas is the General Manager along with his brother. He oversees the olive groves, coordinating all the agricultural aspects such as; pruning, irrigation, plague control, nutrients control, harvesting and transport to the mill.

Blas holds a Master Miller certificate and a certificate of olive grove maintenance from the IFAPA – Venta del Llano (Jaén) (Olive Research Institute), and he also holds a certificate of Expert in Olive Oil Sensory Evaluation (Experto en análisis sensorial de Aceites de olive Vírgenes) from the University of Jaén. He has also more than 20 years of experience in the olive oil business.

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Andres Martos Medina

Andrés is the director of production and export manager at Aceites Melgarejo. He oversees production of the UP oils. He checks the quality of the fruit before the harvest and sets the parameters of the process at the mill by checking all the variables that are related to this matter (grinding, malaxeur, decanter, centrifuge, storage, filtering,...)

Andrés holds a Master Miller certificate from the IFAPA – Venta del Llano (Jaén) (Olive Research Institute) and he also holds a certificate of Expert in Olive Oil Sensory Evaluation (Experto en análisis sensorial de Aceites de olive Vírgenes) from the University of Jaén. He has also 20 years of experience in the olive oil business.



Melgarejo®

Aceite de Oliva Virgen Extra





Blas Melgarejo Cordero Andres Martos Medina



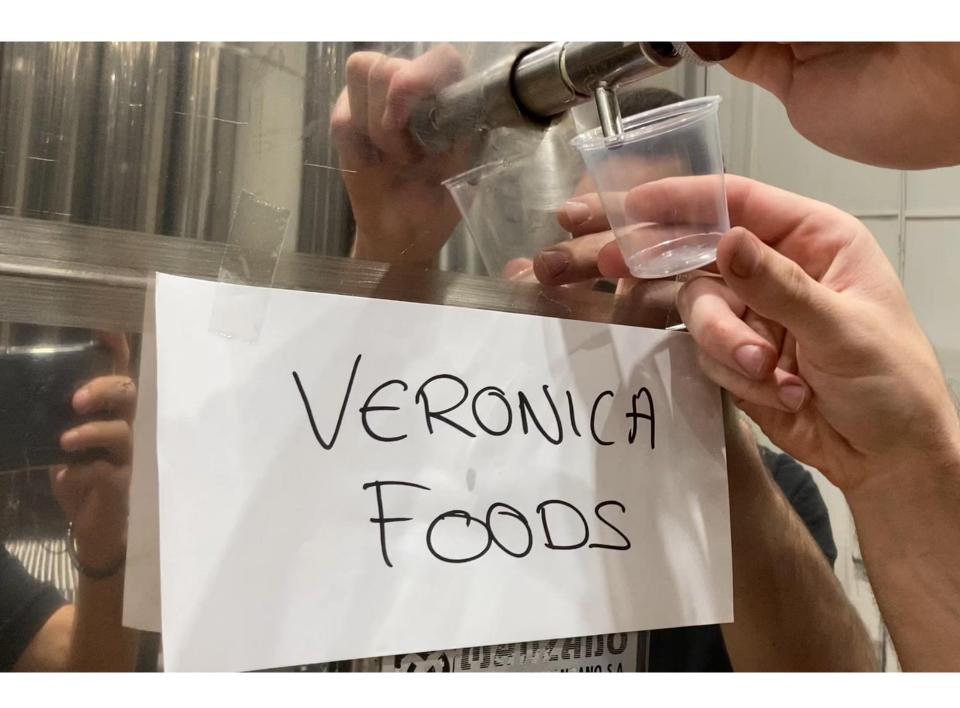












Melgarejo Picual

Medium Intensity

Organoleptic Taste Panel Assessment

Fruitiness: 6.0

Bitterness: 3.5

Pungency: 4.3



Biophenols: 291.1 ppm

Oleic Acid: 74.9

DAGs: 97.5

Squalene: 7,389.9 ppm

FFA: 0.14

Peroxide: 4.4

*PPP: <1.0

A-Tocopherols: 303.9 ppm

Crush Date: NOV 2020















Melgarejo Hojiblanca

Robust Intensity

Organoleptic Taste Panel Assessment

Fruitiness: 6.0

Bitterness: 4.3

Pungency: 4.3



Biophenols: 417.5 ppm

Oleic Acid: 77.6

DAGs: 97.7

Squalene: 6,972.5 ppm

FFA: 0.17

Peroxide: 6.1

*PPP: <1.0

A-Tocopherols: 284.5 ppm

Crush Date: NOV 2020





























All our olives are only harvested by hand, cold-pressed in a twophase crusher without the addition of water to ensure that all the wonderful organoleptic qualities of the olive nectar is not compromised or diluted. Everything is recycled: from the filtered water used to wash the olives to the discarded olive paste which is used to fertilize the trees, to the crushed olive pits that are dried and used instead of pellets in heating stoves. Even the leaves are fed to the appreciative goats and sheeps that roam nearby. The milling plant is powered by solar panels and every effort is put into recycling, sustainability and protecting our ecosystem.











Nocellara Medium Intensity



TTATY

Biophenols: 357.7 ppm

Oleic Acid: 72.1

DAGs: 96.6

Squalene: 9,956.8 ppm

Organoleptic Taste Panel Assessment

Fruitiness: 5.0

Bitterness: 3.8

Pungency: 4.0

FFA: 0.15

Peroxide: 5.1

*PPP: <1.0

A-Tocopherols: 161.9 ppm

Crush Date: OCT 2020







Organic Chetoui Robust Intensity

Organoleptic Taste Panel Assessment

Fruitiness: 4.8 Bitterness: 4.3

Pungency: 5.0



TUNISIA

Biophenols: 1,127.9 ppm

Oleic Acid: 65.3

DAGs: 94.6

Squalene: 3,925 ppm

FFA: 0.27

Peroxide: 5.1

*PPP: <1.0

A-Tocopherols: 424.8 ppm

Crush Date: NOV 2020



Food as Medicin





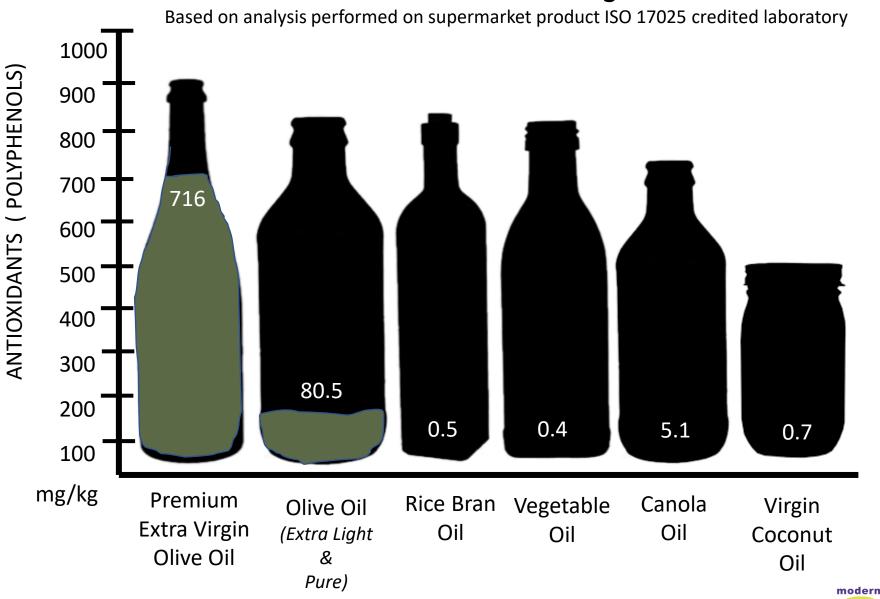


Active Constituents in Extra Virgin Olive Oil (EVOO)

- ✓ Mono-unsaturated fatty acids (i.e. oleic acid)
- ✓ Natural antioxidants:
- Phenolic compounds (i.e. Hydroxytyrosol, tyrosol, derivatives of oleuropein)
- α-tocopherols(Vitamin E)
- Squalene
- Oleocanthal



Antioxidants in Cooking Oil



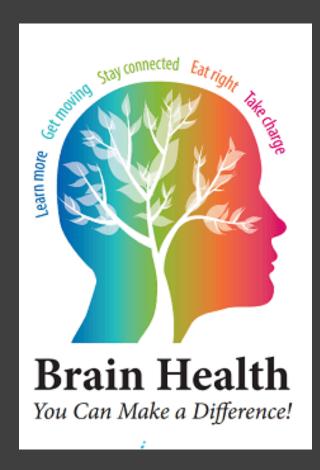
Antioxidants compounds (polyphenols, tocopherols and squalene) support cardiovascular health by:

- Antioxidants compounds (polyphenols, tocopherols and squalene) support cardiovascular health by:
- Potent antioxidant activity (scavenge of free radicals)
- Increasing the amount of good cholesterol (HDL) in the body, and reducing the amount of bad cholesterol (LDL).
- Reducing blood pressure.
- Squalene is a major intermediate in the biosynthesis of sterols, including cholesterol, steroid hormones and vitamin D.

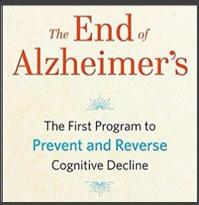
OLEOCANTHAL

- It is a natural nonsteroidal anti-inflammatory compound.
- It is responsible for the burning sensation at the back of the throat when consuming EVOO









Dr. Dale Bredesen is a world-renowned neuroscientist, who over the last 15 years has developed a protocol for not only the prevention of Alzheimer's and cognitive decline but the reversal of the effects of Alzheimer's. Part of his protocol includes <u>fresh high quality, high phenol</u> extra virgin olive oil. We have been collaborating with and supplying many of his patients over the last 5 years, who are seeking out our high phenol EVOO's.

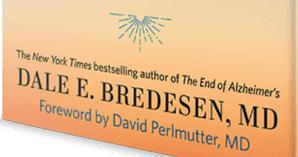
"Extra Virgin Olive Oil (EVOO) – at Top Pick for Brain Health"

"You want the freshest EVOO with the **highest polyphenol** count that you can tolerate. Higher polyphenols confer a bitterness that is an acquired taste, but one well worth the acquisition. The Ultra Premium **Extra Virgin Olive Oil site can** help you source the freshest, highest-quality EVOO, with a known harvest date and detailed chemistry often for the same price as a grocery store varieties, the latter of which are frequently mixed with cheaper oil."

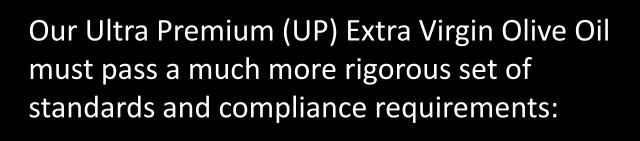
The End of Alzheimer's Program

Enhance Cognition and Reverse Decline

AT ANY AGE







- Production
- Testing & Compliance
- Chemistry
- Sensory
- Storage & Transportation





"The UP standard is reserved for the finest extra virgin olive oils in the world."

- Eater.com Article Jan 11, 2021



Onward

