



FOOD COMMUNICATION PROJECT SHEET

Ripe Harvest Natural Extra Virgin Olive Oil

Product Concept

This ripe harvest natural extra virgin olive oil is produced from fully matured olives to achieve a smooth, well-balanced sensory profile while preserving natural fruitiness. Gentle bitterness and soft pungency create a harmonious structure, allowing the oil to perform consistently across both cold and warm culinary applications.

Target Market / Customer

The product is intended for food importers, distributors, retail chains, gourmet food retailers, and food service operators seeking reliable quality, versatility in use, and stable long-term supply. It is positioned for partners who value consistency and balance over seasonal or niche-driven products.

Key Selling Points

Produced as a natural extra virgin olive oil from ripe harvest olives, the product offers a smooth and balanced taste with preserved fruitiness. Its traceable production process and consistent quality across batches make it suitable for both retail distribution and professional kitchen use without the need for exaggerated positioning.

Usage Scenes

The balanced structure of the oil makes it suitable for salads and cold dishes, vegetable-based plates, pasta and grain dishes, as well as light sautéing and warm meals. It can be used both as a finishing oil for selected dishes and as a reliable everyday olive oil in professional and home kitchens.

Packaging & Format

Ripe harvest tasting samples are presented in glass bottles of 250 ml, 500 ml, and 1000 ml. Other bottle sizes can be produced upon request according to market and distribution requirements.

Product Positioning

The product is positioned as a quality-driven everyday extra virgin olive oil that combines balance, versatility, and reliability. It integrates naturally into both retail assortments and food service operations while maintaining a clear and honest product identity.

Core Communication Message

A smooth and well-balanced ripe harvest natural extra virgin olive oil with preserved fruitiness, suitable for both cold and warm culinary applications, offering consistent quality and dependable supply.

Remarks

Ripe harvest tasting samples are available in 250 ml, 500 ml, and 1000 ml bottle sizes. Final specifications and commercial details are to be discussed directly with partners.