

FOOD COMMUNICATION PROJECT SHEET

Product: Early Harvest Extra Virgin Olive Oil

1. Product Concept

Early harvest extra virgin olive oil produced from carefully selected olives and cold extracted to preserve freshness and natural aromas. Positioned as a **finishing oil**, focusing on balance, freshness, and consistent quality rather than aggressive intensity.

2. Target Market / Customer

- Food importers and distributors
- Gourmet food retailers
- Department store food halls
- Professional chefs and premium restaurants

Primary focus on **premium retail and professional use** rather than mass-market distribution.

3. Key Selling Points

- Early harvest extra virgin olive oil
- Low acidity (max. 0.5%)
- Cold extracted below 27°C
- Fresh green aroma with balanced bitterness and pungency
- Fully traceable production from grove to bottle
- Stable and consistent quality suitable for long-term supply

4. Usage Scenes

- Salads
- Cold dishes
- Seafood and vegetable dishes
- Finishing oil for professional chef use
- Japanese–Western fusion cuisine

Not intended for high-heat cooking or frying.

5. Packaging & Format

- **250 ml glass bottle** presented as tasting sample at FOODEX
- Other production formats available upon request:
 - 500 ml, 750 ml, 1 L glass bottles
 - 1 L and 5 L tin containers for food service

6. Price Positioning

Positioned as an **accessible premium** early harvest olive oil within the Japanese market, aligned with gourmet retail and professional kitchen expectations.

7. Competitive Advantage

Unlike competition-focused or award-driven products, this olive oil emphasizes:

- Reliability and consistency
- Clear positioning as a finishing oil
- Flexibility in packaging and production formats
- Long-term partnership potential for distributors

8. Communication Message

A fresh and balanced early harvest extra virgin olive oil, designed as a finishing oil for gourmet retail and professional kitchens, offering consistent quality and reliable supply.

9. Remarks

Early harvest sample displayed in 250 ml format for tasting purposes.
Product specifications and final packaging to be confirmed with distributor according to market needs.