

# ollo

We're all about taste.

MEMBER: FOOD ADELAIDE EXPORTERS GROUP



**FoodAdelaide**  
Australian Food Exporters Group

FOOD ADELAIDE IS AN INDUSTRY ASSOCIATION OF LEADING FOOD AND BEVERAGE COMPANIES.

THE ASSOCIATION, BACKED BY GOVERNMENT, OFFERS EASY ACCESS TO A COMPREHENSIVE PORTFOLIO OF AUSTRALIA'S FINEST PRODUCTS.



## All about taste and style

This company stands by its promise to deliver great taste, great looks and great value.

Its product - 'ollo' - is positioned as an exciting new Australian gourmet extra virgin olive oil targeting the mass market food retail channel - thus giving consumers a premium product at a supermarket price. The ollo brand is a combination of master craftsmanship, careful research and more than 50 years horticultural experience from the Mitolo Group, and since launching in 2005 is already sold in 12 countries around the globe.

Designed to look as good as it tastes, ollo is packaged in distinctively crafted bottles which has instant consumer appeal.

As with great wines, ollo starts its journey with the finest fruit.

## The heart of success

All 'ollo' oils are made from olives 100 per cent grown and processed in Australia - and the company's advanced processing facility is set in the heart of its

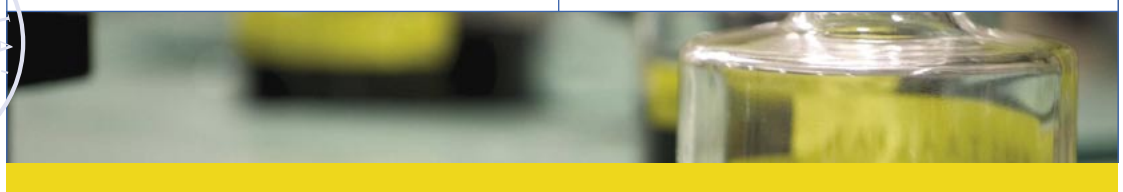
extensive olive groves. More than 100,000 trees thrive on its sunny Riverland property - and are all carefully chosen for the right mix of varieties. This proximity means that the olives can be cold pressed within hours of harvesting.

The short time period ensures the special juice characteristics are preserved and the time of harvesting helps deliver the distinctive tastes of ollo's two products: Mild & Mellow and Fresh & Fruity.



## A blend of expertise

The late Enrico Rossomando, the Master Blender who created the original Mild & Mellow and Fresh & Fruity varieties imposed his Italian oil-making prowess on every stage of production.





THROUGH FOOD ADELAIDE,  
BUYERS CAN CONNECT WITH  
SUPPLIERS FROM THE VARIED FOOD  
AND BEVERAGE OFFERING  
OF AUSTRALIA.

THE ORCHARDS, DAIRY PASTURES  
AND VINEYARDS OF THE TEMPERATE  
ADELAIDE HILLS;

THE EXTENSIVE HORTICULTURAL  
AND VEGETABLE PRODUCTION  
OF THE ADELAIDE PLAINS;

THE FRUITS, NUTS AND  
VEGETABLES PRODUCED IN THE  
WARM MEDITERRANEAN-STYLE  
ENVIRONMENT OF THE RIVERLAND;

THE WIDE STRETCHING GRAIN AREAS  
OF THE MID NORTH AND LUSH  
GRAZING LANDS OF THE SOUTH EAST;

AND THE CLEAN OCEAN WHICH  
CONTAINS PRISTINE FISHING WATERS  
AND AUSTRALIA'S CENTRE FOR  
AQUACULTURE OPERATIONS.



His scientific approach to planting, harvesting, cold pressing and blending ensures consistent quality in the flavour, aroma and texture.

Enrico's expertise has been matched with another expert in his field, Richard Gawel - the Director of The Wine Sensory Assessment Laboratory at the world famous Waite Institute in Adelaide.

He assists in monitoring the style & flavour profiles to ensure ollo meets the scrutiny of the most discerning buyers.

## Matched to dishes

ollo is able to deliver a special and complementary taste to many dishes – whether consumers are using the rich flavours, colours and aroma for salads, dipping, drizzling, frying or basting.

Mild & Mellow is described as a delightfully sweet, soft and subtle oil to enhance most dishes.

Fresh & Fruity is a rich and distinctive oil that lives up to its name - exhibiting characters of fresh green apples and olive aromas. This oil is particularly well matched to grilled seafood, poultry and warm salads.

Both are available in the distinctive cylindrical 259ml, 500ml and 1 litre bottles.

## Food Service

ollo extra virgin olive oil is now available in a 10 litre food service cask. This Award Winning olive oil is packed in an airtight container for a fuller, longer lasting flavour that delivers the best flavours, textures and aromas required by top Chefs and Restaurateurs.

## Award Winner

ollo has already won International recognition with accolades from the International Taste & Quality Institute in Brussels in 2005 and 2008, and has won the Amonia Gran Mantion Award for best chemical composition in Spoleto, Italy in 2007.



Olive oil contains a wide variety of valuable antioxidants that are not found in other oils.



The Mediterranean climate of the Riverland is optimum for growing olives

**ollo**

We're all about taste.



THE MITOLO GROUP

CONTACT:

**Carmen Houston**

Group Brand Manager

**The Mitolo Group**

Angle Vale Road (PO Box 520),  
Virginia, South Australia, SA 5120

Tel: +618 8282 9000

Fax: +618 8282 9088

Email: [enquiries@ollo.com.au](mailto:enquiries@ollo.com.au)

Internet: [www.mitologroup.com.au](http://www.mitologroup.com.au)