🫒 THE OLIVE OIL LABEL DECODER

Five Sneaky Label Tricks That Are Scamming Your Health

✅ What to Look For | ❌ What to Avoid

✅ Green Flags (Good Oil Indicators)

☑ **Harvest Date** clearly listed (not just "Best By")
→ *Freshness matters. Good oils show when the olives were picked.*

☑ **Single Origin** or **Estate Bottled**
→ *Traceable = trustworthy. "Product of Italy" isn't enough.*

☑ **Dark Glass Bottle or (or tin for storage)**
→ *Protects from light — real producers don't mess with plastic.*

☑ **Cold-Pressed / First Cold Press**
→ *Indicates quality mechanical extraction without heat.*

☑ **Lists Acidity % on the Label**
→ *Acidity should be not higher than 0.8% - a measure of extra virgin.*

❌ Red Flags (Scam Signals)

🚫 **No Harvest Date — only "Best By"**
→ *Could be years old. Rancid oil wears a nice label, too.*

🚫 **Blended Country Origin (e.g. "Italy, Spain, Greece, Tunisa, Portugal")**
→ *Often means bulk low-quality oil mixed together.*

🚫 **Plastic Bottles**
→ *Oil degrades faster. If they cheap out on the bottle, what's inside?*

🚫 **Buzzwords with No Meaning**
→ *"Pure," "Light," "Premium," "Mediterranean" = fluff.*

🚫 **Celebrity or Doctor Branding**
→ *You're paying for a name — not better oil.*

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