

# THE OLIVE OIL LABEL DECODER

## Five Sneaky Label Tricks That Are Scamming Your Health

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### What to Look For | What to Avoid

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#### 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.*

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#### 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, Tunisia, 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.*

## **How to Store and Use Your Extra Virgin Olive Oil (EVOO)**

**You've made the investment to buy a great bottle of EVOO, now get the most benefits from it.**

 Olive oil should not be left in open containers - it gets oxidized in open air and loses its nutritional value.

 In other words, olive oil is not like wine - keeping it in the open air destroys it. Keep it capped.

 Close up the bottle immediately after using it. Don't let it sit open.

 Olive oil shouldn't be exposed to light as light destroys the nutrients. Do not transfer olive oil to clear containers. Keep it in the dark glass bottle.

 Store your olive oil in a cool dark cabinet – not above a stove or in an area that gets hot from cooking. Heat destroys nutrients.

 Resist the urge to buy large, bulk containers of EVOO unless you use it very frequently. Smaller bottles minimize the oil's exposure to oxygen over time. It's better to buy fresh oil more often or to buy several bottles but only open one at a time.

 Once opened, EVOO should ideally be used within 3 to 6 months, and some even recommend within 30-60 days for optimal flavor and health benefits. It does not improve with age.

 While convenient, pour spouts often don't provide an airtight seal and can expose the oil to more air. If you use a spout for daily cooking, ensure it's one that closes fully and is opaque. However, a good bottle of EVOO will have a pour top that eliminates too much air getting in.

 If you buy multiple bottles of EVOO, rotate your stock: Use older bottles first to ensure you're always using the freshest oil.