



WHY ON-TAP vs PRE-BOTTLED?

It's the difference between making a few \$1000 a year to a few \$100,000 a year.

1. You become a destination for oil and vinegar.
2. Customers are craving an experience. To compete in today's retail market, we have to be more than a product on a shelf constantly competing to beat an online price. Make yourself Amazon proof.
3. Bulk brings bigger margins! While typical retail margins are keystone at best, bulk provides an opportunity to make more.



WHY OLIVELLE?

- ◆ **PROVEN CONCEPT:** Our On-Tap concept is proven through personal experience in the oil and vinegar retail business. Not only do we have our own successful store, but we have helped many other specialty food shops build their success along the way!
- ◆ **HIGH QUALITY PRODUCTS:** Our product is of the highest quality and customers can taste the difference. We strive to use only the best base products when infusing our oils & vinegars.
- ◆ **PROMOTES REPEAT BUSINESS:** Our On-Tap program is built to promote repeat business. Our bottle sizing and refill program, addicting product selection and effective marketing support has proven success in creating loyal customers.
- ◆ **FREE WORD-OF-MOUTH MARKETING:** Customers love bragging to their friends about whatever is hot, new, and cool. By offering a unique and interactive concept, people will naturally talk about how great their experience was tasting and choosing their oils & vinegars from your store.
- ◆ **GREAT MARGINS:** We know how important making money is to your continued success and therefore, have created our On-Tap program with your financial success in mind.
- ◆ **EASY TO SELL:** When sampled, our products sell themselves. Along with tasting, our variety of bottle sizes allows customers to get exactly what they want, making it easier for them to commit to a purchase.
- ◆ **EASY TO GET STARTED:** All you have to do is decide you want Olivelle On-Tap in your store, and we will provide you with everything you need to get started!



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OLIVE OIL

WHAT IS OLIVE OIL?

Olive oil is a "fruit juice" produced by pressing the olive fruit. It is naturally high in beneficial Monosaturated fats and low in dreadful Saturated Fat.

UNDERSTANDING GRADES OF OLIVE OIL:

According to the international olive oil council, olive oils are graded on 3 things by a panel of skilled grading experts including: The amount of free acidity, their smell (aroma), and their taste qualities.

Virgin Olive Oil

Pressed from 100% olives, the same as extra virgin but from poor quality or oxidized fruit. This can result from the fruit being overripe when harvested or sitting for long periods of time prior to pressing usually as a result of transportation or commercial farming practices.

- Oil with a free acidity between 0.8% & 3.3%.
- Generally has a lighter flavor.
- Often has taste or aroma defects.

Lampante Virgin Olive Oil (lamp oil)

Pressed from 100% olives, the same as extra virgin and virgin but a result of poor quality fruit or careless pressing practices.

- Oil with a free acidity above 3.3%.
- Poor tasting and poor smelling olive oil.
- Often used for "technical purposes" only, ex. textile or cosmetic industries.
- This oil is unfit for human consumption in its original state and needs to be refined to make it suitable as food-safe.

Refined Olive Oil

Pressed from 100% olives, the same as extra virgin and virgin but a result of poor quality fruit or careless pressing practices.

- Makes up 90% of the world olive oil production.
- Labeled "Pure Olive Oil" or "Light Olive Oil"
- NOTE: "Light" refers strictly to the color and flavor and has no attribute to health.
- Produced from virgin or lampante oil using heat and solvents to deodorize and remove defective tastes. Minimal flavor and taste still exists.

WHAT WE ARE LOOKING FOR IN OUR OLIVE OIL:

FREE ACIDITY must be below .8%. This number is directly related to the care of the fruit and quality of the olive oil. Generally the longer a fruit goes from picking to pressing, the higher the free acidity because the fruit has begun to oxidize.

To achieve a lower free acidity like that of our products ranging from .1% to .4%, one must only harvest olives that can be pressed on the day of picking.

What factors affect olive oil flavor? Just like grapes and wine making, the flavor of olives can change based on variety, harvest date (olive ripeness) as well as growing & harvest conditions such as soil, humidity, moisture, and other natural factors. Olive oil is about finding the one you love!

Note: Not all extra virgin olive oil (EVOO) is the same! Many of these oils are "commercial" evoo's, blended from different countries, to a certain price.

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BALSAMIC VINEGAR

WHAT IS BALSAMIC VINEGAR?

Dating back to the Roman times, the cooking of grape must (juice) and production of balsamic vinegar has been an Italian tradition. Families would start a new Batteria (*see below) with the birth of a daughter which would later be given as a dowry. This sweet, velvety product was then used on everything from cocktails and fruits to pasta sauces and omelets. The poorest of dishes was always dressed with the best balsamic!

ALL BALSAMIC VINEGAR CAN BE BROKEN DOWN INTO THREE CATEGORIES:

1. TRADITIONAL (TRADIZIONALE) BALSAMIC VINEGAR OF MODENA & OF REGGIO EMILIA (DOP OR PDO)

- DOP - Stands for denominazione di origine protetta or protected designation of origin.
- Produced from the 7 grape varieties of the region, primarily Trebbiano & Lambrusco. They are harvested late in the season when the flavors are sweet and concentrated.
- 100% grape must (juice) is cooked over an open flame for days at a low temperature.
- Aged in a series of 5 to 12 barrels known as a Batteria (minimum of 5 barrels) decreasing in size as the vinegar gets older.
- Only bottled into signature bottles and classified after being tasted by the consortium (panel of experts). Further classified into an age range, Vecchio (at least 12 years old) and Extra Vecchio (aged at least 25 years).
- Each Batteria (set) produces only 1-2 liters a year.
- Usually costs between \$125 - \$200 for 100ml (3.5oz)

2. BALSAMIC VINEGAR OF MODENA (IGP OR PGI)

- IGP stands for indicazione geografia protetta or protected geographical information.
- Produced based on tradition using regulated standards but at a cost all can afford.
- Aged wine vinegar is blended with cooked or concentrated grape must (juice) ranging from 10%-60%. (concentration of grape must affects thickness & sweetness).
- Aged a minimum of 3 months.

3. BALSAMIC CONDIMENT OR CONDIMENTO

- Includes all other "balsamics" with no set rules or standards.
- Everything is made to the producers discretion and while most can be absolutely amazing, be sure to avoid balsamics with added colors, thickeners, and sugars that can often be used as a cheap way to replicate the really good stuff.

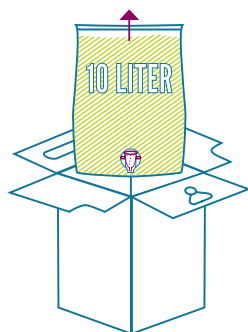
HOW OLD IS YOUR BALSAMIC?

All balsamic vinegar is aged by nature of the process, however it is truly impossible to name how long it is aged. Balsamic vinegar is made by continually adding young cooked must to mature vinegar that contains the mother. A barrel of mature vinegar is never emptied more than 2/3 and while some of that can be very old the entire batch is never aged for 10, 20, or 25 years as some retailers may try and market.

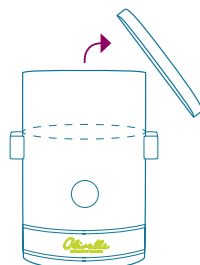


INSTALLATION

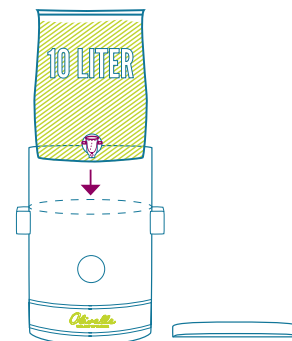
1. OPEN THE BOX & TAKE BAG OUT



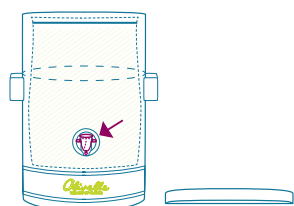
2. TAKE LID OFF CASK



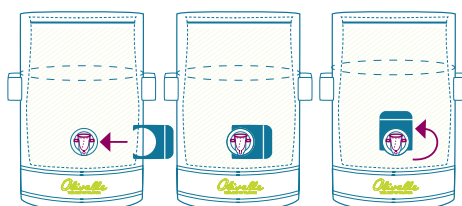
3. PLACE BAG IN CASK



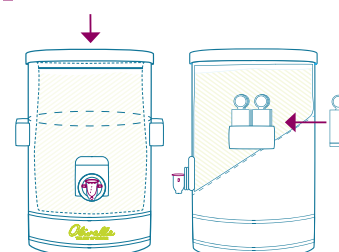
4. PULL NOZZLE THROUGH CASK HOLE AND TWIST NOZZLE TO FACE DOWN



5. PLACE CLIP ON NOZZLE

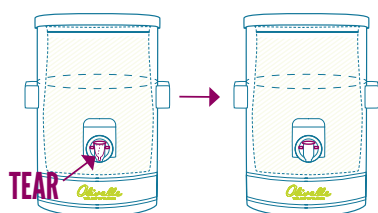


6. REPLACE LID ON CASK & PUT TAGS IN RIGHT SIDE HOLDER

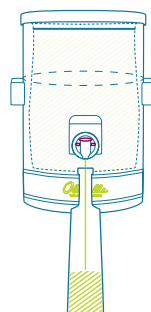


FILLING

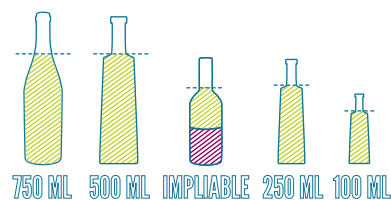
1. REMOVE RED SEAL FROM NOZZLE



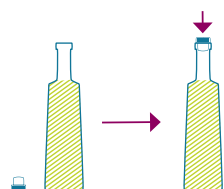
2. DISPENSE OIL INTO BOTTLES



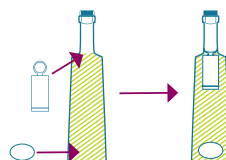
3. FILL BOTTLE TO BOTTOM OF NECK



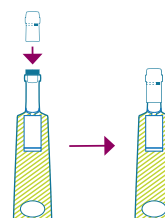
4. TIGHTLY PUSH T-BAR CORK INTO BOTTLE



5. PLACE HANGTAG & "EXCLUSIVELY FILLED BY" STICKER ON BOTTLE



6. PLACE BLACK SHRINK TOP ON BOTTLE & HEAT TO SEAL



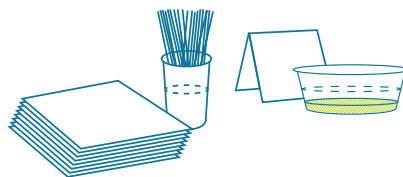


SAMPLING

1. PLACE SMALL SAMPLE WITH TABLE TAG



2. PLACE BREAD, TOOTHPICKS, AND NAPKINS ALONGSIDE THE SAMPLES



3. KEEP EXTRA CUPS HANDY SO CUSTOMERS CAN SAMPLE SUGGESTED PAIRINGS THAT YOU HAVE MIXED FOR THEM. (PLEASE NOTE THAT OILS AND VINEGARS ARE ALWAYS SOLD SEPARATELY)



WHY DOES SAMPLING IMPROVE YOUR OIL & VINEGAR SALES?

- 🍯 Olivelle's oil and vinegar bar is an attractive and well-designed setup allowing customers to taste and handpick oils & vinegars that truly speak to them. When customers taste our vibrant, fresh product they instantly image themselves cooking in their own kitchen. It becomes an overall experience for them, not just a label they are picking off the shelf. Customers can go home with a product they love, a product they will use, and a product they will return to purchase again!

