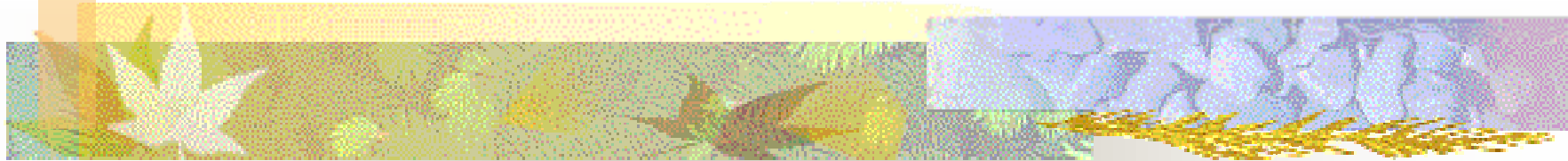


CATSACOULIS



Olive Oil From the Island of
Lesbos (Greece)



Price is not everything!

- One of the first considerations for many consumers when purchasing a product is price.
- The pursuit of cheaper food products has led to industrialised farming, which includes genetic intervention in the DNA of many fruits and vegetables and the use of chemicals such as dioxins, which can be harmful.
- In fact, nature provides the healthiest lubrication for our bodies: the juice of the olive. Thus, the best choice is virgin olive oil, a decision that should be made regardless of price.



Develop your sense of taste!

- In the selection of good oil what pleases the palate is of prime importance. The best advice is to forget about the colourless and tasteless oils you have tried in the past. Cleanse the palate with a slice of green apple and savour the aromas and tastes of the olive oil.
- That means that the precious ingredients contained in the olive fruit have not been destroyed by human intervention; they have passed into its juice, and now speak to your palate.



Origin Matters

- An industrial product can be manufactured almost anywhere, but an agricultural product is tied to a specific region, to its people, to its history.
- This is the reason agricultural products are registered by denomination of origin or geographical indication, so that this special relationship is defined and protected.



Lesbos – Protected Geographical Indication

- Lesbos island is one of the rare regions of Greece that the European Union has recognized formally under Regulation 1107/96 as a Protected Geographical Indication (P.G.I.) for the production of olive oil.
- This recognition safeguards the high quality and the unique characteristics (colour, taste, aroma) of Lesbos olive oil, which are directly associated with its place of origin.

Satellite View of Lesbos





Olive cultivation since ancient times

- The island of Lesbos lies in North East Aegean, near the coast of Asia Minor.
- Olive cultivation existed since ancient times, but was developed and became dominant in the 19th century.
- This was strongly motivated by the demand for olive oil coming from the lands of the Black Sea and the Danube estuary, with which there were close commercial ties.

Gathering of olives in Byzantine times





Kolovi – a unique olive variety

- The olive trees of Lesbos belong to varieties carefully selected over the years to fit perfectly the climatic and soil conditions of the island.
- 70% of the trees belong to the **Kolovi** variety which is unique to Lesbos.
- There are 11 million olive trees corresponding to 87.000 inhabitants – the largest per capita analogy found anywhere in the world.



The Ecosystem of Lesbos Island

- The silvery - green olive groves stretch from the waves breaking on the shore up to the mountain pine trees.
- The terraced olive groves keep the whole ecosystem alive. If they are neglected, topsoil is eroded while vegetation and plant variety are drastically reduced.

From the sea shore to the mountain tops





A rare combination of soil and climate

- The excellent quality of Lesbos olive oil is also due to the presence of lithological formations such as schist and marble, that give rise to soils rich in calcium, phosphorous and potassium.
- The temperate Mediterranean climate and the abundant sunshine (3000 hours per year) enhance the aroma and the colour of the olive oil.

Lots of sunshine





Mountainous terrain

- Almost half the olive groves are located in mountainous or hilly regions, often far from roads. The only way to reach them is by donkey or on foot.
- Gathering of the olives is arduous and fatiguing, as it is mainly done by hand with the slight aid of portable thrashing appliances.

Hanging from steep slopes





Most Natural and Pure

- What does all this mean? That the olive oil produced contains all the benefits of a natural and pure agricultural product.
- This can be confirmed by measuring the fertilisers used. Traces of nitrogen per root in Lesbos do not exceed 100 gr, a quantity that is much lower than almost anywhere else.
- The same applies for pesticides and weed killers.



Small-scale farmers with modern equipment

- Another feature that contributes to the high quality of Lesbos olive oil is the large number of modern oil presses and small - scale farmers.
- This means that the fruit is crushed immediately (doesn't have time to ferment).
- It also means that the owner of the olives, the farmer, is present when they are crushed and pressed and carefully watches over every stage of the procedure, ensuring the high quality of his oil.

Modern equipment in an old oil mill





We treat it gently

- Crushing of the olives and pressing of the pulp takes place in modern centrifugal machines with stainless steel metallic surfaces.
- During treatment warm water (max. 27 deg. C) is used for malaxation and dilution of the pulp.
- The oil is stored in stainless steel tanks of modern technology, housed in cool and dark places.



The Gold of Lesbos

- The oil produced has the following characteristics:
- **Bright golden colour**, due to the low chlorophyll content. **Intense aroma**, due to the mountainous terrain and the limestone soil. **Light texture**, due to the relatively high percentage of polyunsaturated lipids.
- Its flavour is relished by consumers, who find in it an excellent means of initiation to the pleasures of Mediterranean cuisine.



140 years of tradition

- **CATSACOULIS** is a small, private company based in Lesbos, that carries a long tradition in olive oil commerce.
- Having been established in 1863 - more than 140 years ago - makes us the oldest olive oil company in the whole of Greece.



Selection and Control

- We have selected a limited number of oil mills on the island, with which we work in close collaboration so as to ensure we get the best quality lots.
- In our factory the olive oil is first of all carefully controlled both from a chemical and an organoleptic point of view. Then it is left to settle before being filtered.
- We strive to achieve a product with consistently optimum characteristics, known and appreciated by the consumers.

Good Manufacturing Practice





Conforming to strict standards

- The whole factory is conceived so as to assure an impeccable hygiene.
- Every operation follows the guidelines of the **HACCP** (Hazard Analysis at Critical Control Points) plan, which lay down all the necessary measures for a safe product of high quality.
- Our quality management system has been certified by Bureau Veritas to be in accordance with standard **ISO 9001:2000**.

ISO 9001:2000 Certificate



Automatic bottling and sealing



Our products are all over the world



Appreciated by the connoisseurs





The secret of our longevity

- We export all over the world to countries as diverse as Germany and Japan, Australia and Finland. We also sell to connoisseurs of olive oil in Italy, Spain and France.
- Everywhere we strive to adapt to the local conditions and satisfy the specific needs of our customers. This is maybe the secret of our longevity!



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