



**CEQ**  
CONSORZIO  
EXTRAVERGINE  
DI QUALITÀ

**A Guide to the  
conservation and use  
of high quality oil,  
at home and in restaurants**



# Uliver

CEQ olive oil guarantor

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conservation and use  
of high quality oil,  
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The oil extracted from olives is a product which, by its very nature, communicates authenticity and purity; as a result it conveys a real sense of naturalness, as it effectively is just the juice of olives. During the milling operations in the oil mill, nothing is added, and at the same time every effort is made for preserving the enormous wealth of antioxidant substances contained in the olive fruit and for developing aromas.

However, it is not enough just to produce quality. Despite all the attention placed in the olive groves during cultivation, then in the mill when crushing the olives, the great skill of those who produce and manufacture oil will not alone be sufficient to maintain the original properties of an olive oil. The active collaboration of consumers and restaurant owners is fundamental. All fats require special attention: they are fragile substances. Thus when the consumer or the restaurateur come into possession of a bottle of oil, they will need to play their part. The common goal is to maintain the characteristics of this fine olive juice unaltered, consequently all tips for its correct and effective use are to be observed with the utmost attention.

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## One price, one use

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It is advisable to avoid offers at bargain prices: quality needs its due recognition.

PDO or “premium” quality extra virgin olive oils are ideal used as they are, as a dressing or in simple cooking.

Oils in the lower price ranges – provided that the price is acceptable, never below the one of lower category oils – can be used when cooking for a longer time or at higher temperatures, for example slow cooking sauces, stews or for frying.

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# It takes a good nose

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When choosing an extra virgin, always start with a sensory evaluation.

It would be a good idea to acquire the knowledge necessary to detect and recognise the various sensory profiles that can be perceived by the nose and by the palate. Also a generic “I like it, or “I don’t like it” is enough to begin with. It is a form of culture that must be acquired, so the consumer does not limit the choice of an olive oil to its price.

Selecting of a good extra virgin olive oil starts right here.

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## A word of advice to get you started: the intensity of the fruited notes

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A self-respecting extra virgin must evoke the fruit it comes from, with its well defined, clean, fresh and pleasant aromas.

Categorizing the oils in light, medium or intense fruity, it let you choose properly in the kitchen when using them.

To avoid mistakes: unpleasant aromas are banned, such as oils that give off a heated or oxidized odour. The slightest rancid note is a death sentence for an oil.

For all the other descriptions there is a specific vocabulary of reference.

It is important to understand the expressive identity of an oil for being able to use it accordingly.

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## An extra virgin must be interpreted

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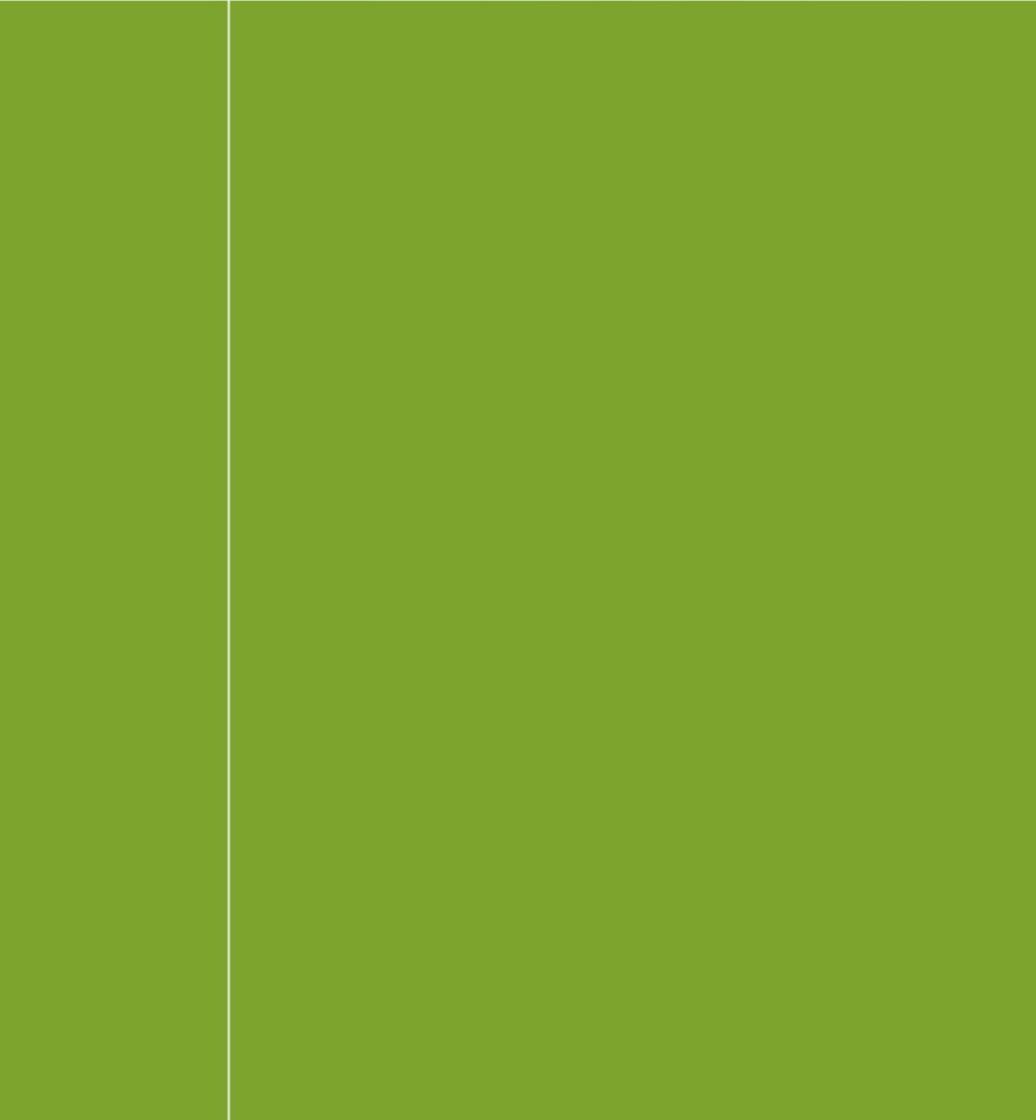
No need to get impatient: it should be dosed without exceeding in quantity. All the extra virgin are versatile, since they lend themselves for various uses, raw as well as for cooking.

While a generic seed oil is suitable for all uses because odorless and tasteless, an extra virgin, due to its intrinsic qualities, expresses itself in different ways and must be interpreted accordingly from time to time.

The skilful combination of the various sensory perceptions of smelling and tasting makes any food more enjoyable, when combined with the right extra virgin, thanks to the way it enhances flavours.

The consequent and precious advantage is that it can be used at lower doses than other odorless seed oils. A quality extra virgin, rich in sensory fragrances, saves calories.

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# A combination code

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Not all extra virgins are created equal.

Foods with a delicate structure: lightly fruity oils, whose flavours and sensations tend to be delicate and smooth, with mild or only slightly perceptible bitter and spicy notes.

With food from the average structure: oils with clearer, more pronounced aromas, medium fruity, rounded and harmonious in their bitter and spicy sensations.

Foods with a more robust structure: oils with a sharper, more marked aroma, intensely fruited and persistent, pronounced bitter and spicy notes, though these should not be discordant.

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# There are no perfect rules

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Given the variety of personal taste, any advice is an arbitrary indication. To help the less experienced, some approximate suggestions can be useful.

**Appetizers and side dishes:** all extra virgin olive oils.

**Bakery products:** medium to light fruity.

**Soups:** bitter and spicy fruity.

**Pasta and risotto:** medium fruity.

**Crustaceans and shellfish:** medium or intense fruity.

**Fish:** light or medium/light fruity.

**White meat:** medium/light fruity.

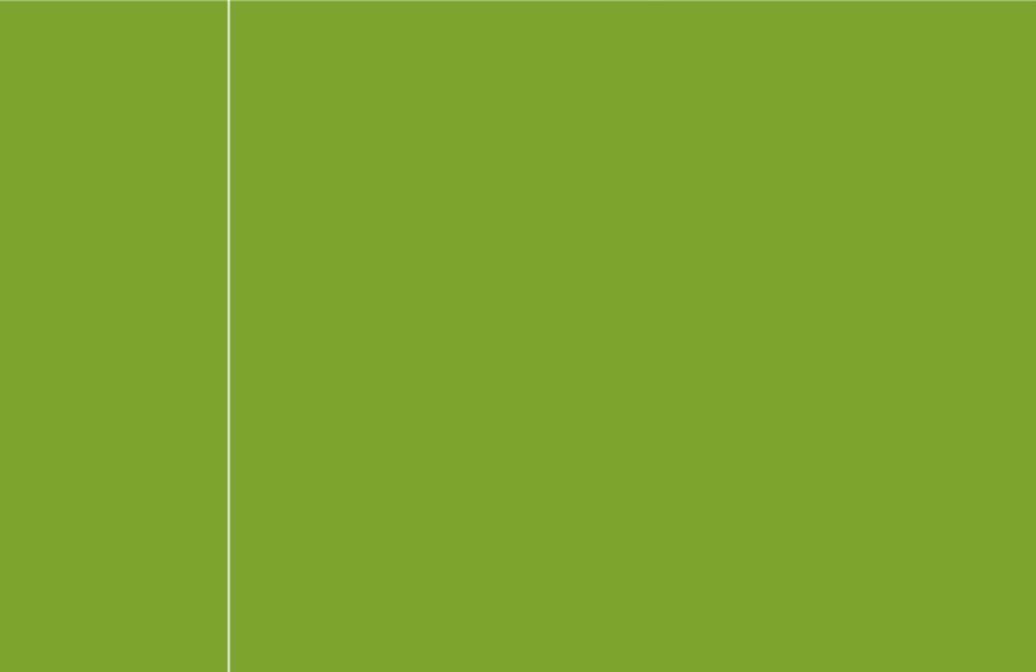
**Red meat or dark:** medium or intense fruity.

**Cheese and milk products:** medium or intense fruity.

**Dessert:** light fruity.



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# Don't be afraid of bitter flavours

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A good extra virgin has never a disharmonious bitterness.

In any case, even if excessive, both the bitterness and the spiciness of an oil are significantly reduced during cooking. Immersed in a liquid solution, the bitterness is dispersed.

Due to a hydrolysis reaction the phenols that cause the bitter notes are divided into other, simpler molecules that are no longer bitter; particularly if the oil acts in a liquid solution, especially an acidic one such as tomato sauce.

So don't worry, food products can be transformed and in some cases these changes are substantial.

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# The misconception about frying

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The belief that extra virgin olive oil is not suitable for frying is an error that has been perpetuated by ignorance and economic concerns related to the high cost of the raw materials.

The false belief that seed oils are more suitable arose in the 1970s following a hype that promised an alleged “lightness”.

Extra virgin olive oils are the most suitable for frying, both for health-related aspects and for the superior flavour.

The high temperature partially reduces the high aromatic content of the extra virgin, however for those who prefer amore neutral flavors, it is better to rely on olive oils as an alternative.

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## General advices

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It may seem obvious to keep oil away from light and heat, and yet these are the most common mistakes that are committed due negligence or inattention.

Also the humidity does not help the durability and stability of the oils.

It would therefore be best to store the oil in dry, dark places, even better with temperatures around 16 °C.

The ideal storage place is the wine cellar. Closing the bottle immediately after use is another recommendation to be observed, as oxygen is the other great enemy of extra virgin olive oil.

Olive oil is a fragile substance, destined to oxidize, even if the most durable of all fats, it is always good to preserve its qualities.



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## Useful rules for eating out

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It is not easy to find good extra virgin olive oils in bars, taverns and restaurants. The problem of unmarked oil containers has not been fully resolved; there are still restaurants that use them on the tables although this practice is prohibited by law.

The traditional presence of cruet sets or anonymous reusable glass bottles on the table is a sign of low standards and this practice must be rejected, asking specifically for an oil that is packed, labelled and if possible closed with a special stopper that doesn't allow it to be refilled, stored in the dark and even better if at 16 ° C to be opened on the table at the time of consumption.

This is not a whim, but given the nature of fats, it is a bad habit putting the quality of an extra virgin at risk, depleting it of its sensorial fragrances and nutritional properties. It will oxidize in open cruets sets and bottles exposed to light.



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Discover Uliver's video,  
your guide in the world of the extra virgin

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