

## Certified Origins launches Extra Virgin Olive Oil in China for the first time

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US-based firm Certified Origins (CO) has announced the launch of its newly certified Roman origin protected Extra Virgin Olive Oil (EVOO) in China for the first time. "We are very glad to be the first launching the Roma PGI in China with our retail partners," says Alessandro Ingravalle, GM at Certified Origins China. "This is part of our, and our partners, effort to increase the offer of certified EVOOs in the Chinese market."

The new Roma PGI EVOO will join the Spanish PDOs Siurana and Baena on Chinese shelves as well as the Organic OFDC Toscano PGI EVOO in the market.

The final choice of consumers is often to choose the cheapest price (lowest trial and error cost), but unfortunately the result is not necessarily a good experience.

The reason for this confusion is mostly the communication chosen by most market players in the past- they only needed to highlight the difference between the health properties of olive oil and traditional Chinese cooking oil to gain a small number of consumers of high-end products. Therefore, the concept of a healthy cooking oil is also the most widely spread information about olive oil.

Nong Zhiming, from CO China said, "Many consumers know that extra virgin olive oil is the highest grade, with an acidity of less than 0.8%, and they always think that the lower the acidity, the better the quality of olive oil."

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