



CATANIA OILS

Introduction to Premium Oil Blends

The Issue: EVOO Price

The price of extra virgin olive oil has soared in 2023, making it a luxury that's increasingly out of reach for the average consumer.

Factors such as:

- Adverse weather conditions (severe drought),
- Near historic lows in Spanish production, and the
- Low carry-over from prior crop have all contributed to this surge in cost.

As a result, what was once a kitchen staple for many households has now become a precious commodity. The affordability gap underscores the need for consumers to carefully consider their choices and perhaps seek out alternatives, as they navigate these challenging economic times.



The Solution: Blended Oils

- Blends combine the robust flavor of EVOO with other vegetable oils, offering a more affordable alternative without compromising on taste.
- Blends provide a pleasant and versatile cooking medium.
- Without sacrificing flavor or health-conscious choices, quality cooking remains accessible to a wider range of households.

The Benefits

Blended oils offer several benefits, making them an attractive option for various cooking and culinary needs:



Affordability



Milder Flavor



High Smoke
Point

1. **Affordability:** Blended oils are typically more budget-friendly than 100% extra virgin olive oil, allowing consumers to enjoy the flavor of olive oil without the premium price.

2. **Milder Flavor:** Blended oils often have a milder and less pronounced olive flavor, making them versatile and suitable for a broader range of dishes, especially those where a strong olive oil taste might be overpowering.

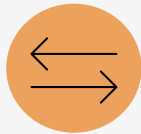
3. **Higher Smoke Point:** Many blended oils have a higher smoke point compared to 100% extra virgin olive oil. This makes them ideal for high-heat cooking methods like frying and stir-frying, where EVOO may break down and smoke.



The Benefits



Health Benefits



Versatility



Extended Shelf
Life

4. Health Benefits: Blended oils can combine the health benefits of olive oil, such as its monounsaturated fats, with other vegetable oils that may offer different nutritional advantages. This blend can provide a balanced profile of fats.

5. Versatility: Blended oils can be used in various culinary applications, from sauteing and roasting to baking and salad dressings. Their versatility makes them suitable for a wide range of cuisines and dishes.

6. Extended Shelf Life: Some blends may have a longer shelf life due to the inclusion of a more stable vegetable oil. This can reduce the risk of oils becoming rancid or developing off-flavors.

Overall, blended oils are an attractive choice for many households and culinary enthusiasts.



Nutritional Analysis: EVOO Vs. Blends

100%
EVOO

Calories (1 tbsp): 120
Fat (1 tbsp): 14
Saturated Fat (1 tbsp): 2.0
Trans Fat (1 tbsp): 0
Monounsaturated Fat (1 tbsp): 10
Polyunsaturated Fat (1 tbsp): 1.5

50/50
Canola
&
EVOO

Calories (1 tbsp): 120
Fat (1 tbsp): 14
Saturated Fat (1 tbsp): 1.5
Trans Fat (1 tbsp): 0
Monounsaturated Fat (1 tbsp): 10
Polyunsaturated Fat (1 tbsp): 2.5

50/50
Sunflower
&
EVOO

Calories (1 tbsp): 120
Fat (1 tbsp): 14
Saturated Fat (1 tbsp): 2.0
Trans Fat (1 tbsp): 0
Monounsaturated Fat (1 tbsp): 9
Polyunsaturated Fat (1 tbsp): 3.0

50/50
Avocado
&
EVOO

Calories (1 tbsp): 120
Fat (1 tbsp): 14
Saturated Fat (1 tbsp): 2
Trans Fat (1 tbsp): 0
Monounsaturated Fat (1 tbsp): 10
Polyunsaturated Fat (1 tbsp): 2



Cost Analysis: EVOO Vs. Blends

EVOO | The Original: 100%

Sunflower & EVOO | 50/50 - Discount from 100%: 35%
75/25 - Discount from 100%: 52%
90/10 - Discount from 100%: 59%

Canola & EVOO | 50/50 - Discount from 100%: 36%
75/25 - Discount from 100%: 54%
90/10 - Discount from 100%: 62%

Avocado & EVOO | 50/50 - Discount from 100%: 24%
75/25 - Discount from 100%: 36%
90/10 - Discount from 100%: 39%

When considering olive oil options, it's important to make informed comparisons. Here's a breakdown:

100% Extra Virgin Olive Oil (EVOO):

1. 100% EVOO is the gold standard, unmatched in its rich flavor profile.
2. Blends like 50/50 or 75/25 offer a pleasant olive oil flavor with significant cost savings.

Classic Olive Oil (Also called Pure OO):

1. Classic Olive Oil, often a blend of refined olive oil and EVOO (typically 93% Refined OO and 7% EVOO).
2. The 90/10 blend can yield slightly more olive oil flavor at half the cost.

It's important to highlight that Avocado/EVOO blends and Sunflower/EVOO blends are proudly NGMO Project Verified, assuring the highest quality standards.

