

ALDI first to sign up to Australian Olive Association Code of Practice

Sydney, 24 August 2009 – ALDI Australia is the first grocery retailer to sign up to the Australian Olive Association's (AOA) Industry Code of Practice.

The Code of Practice guarantees the authenticity and quality of certified extra virgin olive oils and distinguishes these products from others. To be certified, every drop of oil in a bottle labelled extra virgin olive oil must meet or exceed standards for quality and must be free of smell and taste defects with a free fatty acid level of less than 0.8%.

As well as applying the standards of the Code to its Certified Australian Extra Virgin Olive Oils, ALDI now uses the Code as its own internal standard for all of its extra virgin olive oils. This means from now on all extra virgin olive oil for sale by ALDI supermarkets in Australia – Australian or imported – must meet the criteria set out in the Code of Practice.

ALDI has signed up to the AOA Code of Practice to guarantee customers that the quality of its extra virgin olive oils is consistently high.

Matthew Barnes, ALDI's Managing Director – Buying says, "The AOA has demonstrated clearly that not everything labelled extra virgin olive oil is the same. We were stunned to discover that some imported extra virgin olive oils in the market were not fit to be labelled as such. So, we signed up to the AOA Code of Practice and we are proud to comply with these requirements to ensure our extra virgin oils are always fresh, of the highest quality and never mixed with any refined oils or contaminants."

Paul Miller, AOA's President, says this is an excellent first step. "We think ALDI is a clear leader in providing quality products for their customers by being the first to sign up to the Code of Practice. Ultimately, we'd like all supermarkets and retailers to get on board because it will be the consumer who wins. Consumers will be buying what they think they're buying – extra virgin olive oil.

"Germany has the highest standard of olive oil testing in the world to ensure anything labelled extra virgin olive oil actually is what it says. We've brought some of the testing standards and methods to Australia and ALDI has agreed to take part."

In addition to other obligations of the Code of Practice, ALDI participates in independent and random testing by the AOA. Plus ALDI voluntarily undergoes quarterly testing of its extra virgin olive oils to ensure they always pass FFA, Delta K, Peroxide and Organoleptic (taste) tests, as well as meet the high standard of German tests, which the AOA has brought to Australia to help ensure the finest quality extra virgin olive oil is delivered to consumers.

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About the Australian Olive Association

The Australian Olive Association was founded in 1995 as the industry body to encourage research and dissemination of information and the sustained development of a national olive industry in Australia. The Association has launched the Australian Extra Virgin brand to raise awareness and educate consumers about the health benefits, freshness and quality of Australian extra virgin olive oil. For more information on the Australian Olive Association, please visit www.australianolives.com.au
For more information on Australian Extra Virgin Olive Oil, visit www.australianextravirgin.com.au

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Note to editors:

95% of Australian olive oils make the extra virgin olive oil grade, a grade acknowledged to be superior to refined oils because it retains components like *sterols*, *pigments*, *tocopherols* and *phenolic compounds* which underpin its reported health benefits.

ALDI's range of extra virgin olive oils includes:

- *The Olive Tree* 3 Litre tin of Australian extra virgin olive oil is made from a single varietal of olive (Frantoio) and retails for \$21.99
- *The Olive Tree* 500mL Australian extra virgin olive oil which consists of 3 flavour variants: Robust, Fruity and Delicate and retails for \$5.99
- *Carlini* 750mL extra virgin olive oil. This one is imported from Italy and retails for \$6.29

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