



Media Release

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ALDI Australia receives Silver and Bronze medals for its Australian Extra Virgin Olive Oil

Last night, ALDI Australia won Silver medals for its exclusively branded Australian extra virgin olive oil (3L Fruity, 500ml Fruity and 500ml Delicate varieties) under **The Olive Tree** brand at the Australian Olive Association (AOA) 2012 National EVOO Show. ALDI Australia also proudly collected a Bronze medal at last night's ceremony for its Australian extra virgin olive oil 500ml Robust variety under **The Olive Tree** brand.

Held in conjunction with the National Conference and Trade Exhibition in Adelaide, the event recognises olive oils which maintain quality standards for Australian products, achieved by growers or retailers who have signed up to the Australian Olive Association Code of Practice (COP).

"We are extremely proud of our award-winning olive oil, which is Australian made, rich in antioxidants and recognised with the Heart Foundation Tick of Approval. ALDI Australia is the first and only supermarket network to sign up to the Australian Olive Association's Code of Good Practice, which guarantees our customers the highest quality olive oil, setting us apart from the rest," said an ALDI Australia spokesperson.

ALDI Australia guarantees its extra virgin olive oil meets or exceed standards for quality, is free of smell and taste defects and has a free fatty acid level of less than 0.8 per cent. ALDI Australia now uses COP as its own internal standard for all of its extra virgin olive oils and participates in independent and random testing by the AOA. Additionally, ALDI Australia voluntarily undergoes quarterly testing of its extra virgin olive oils to ensure supreme quality, particularly in relation to FFA, Delta K, Peroxide and Organoleptic (taste) tests.

"Our customers can be assured that our olive oil is always of high quality and fresh. We are delighted to be recognised with Silver and Bronze medals by the AOA and are confident our extra virgin olive oil will continue to be a strong leader in the market," concluded the ALDI Australia spokesperson.

The Olive Tree Extra Virgin Olive Oil 500ml varieties are priced at \$4.99 and the 3L variety is priced at \$16.99. The Olive Tree Extra Virgin Olive Oil is available from all ALDI stores. For further information on ALDI Australia and its product ranges, visit www.aldi.com.au.

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