

the  
real  
olive  
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# Looking after your olives

These are our guidelines for getting the best from our products. When displayed or served, all food should look fresh and appealing. As with any food handling and displaying you have to use your own knowledge and discretion in order to maintain safe practices and appealing presentation.

Looking after and presenting your olives well, will improve your business's reputation and increase your sales. If you follow these simple guidelines you are sure to achieve great sales and customer satisfaction with a range of olives from The Real Olive Company.

## Deli-fresh retail pots

Our grab and go pots are a hassle free and convenient way to retail olives in your speciality food business. These olives are packed in recyclable, resealable deli pots, in 100% food grade nitrogen. This keeps the olives fresh and in tiptop condition until opened. Selling olives in this way insures that your customers always get an optimum and consistent quality of product, every time they buy. Compared to selling loose olives, our 'Deli-fresh' pots offer an easy and management-light solution to retailing high quality freshly marinated olives.

- Deli-fresh pots have an 8-12 week best before life, from production.
- These pots need to be displayed chilled to maintain quality and freshness and to achieve the best possible sales.
- If you can, display the pots in your grab and go fridge at eye level. Olives displayed chilled enjoy far better sales than olives displayed on ambient shelves. Customers love fresh produce so give them Deli-fresh olives direct from your chiller.
- We recommend that you store the pots, when not on display, in your cold store. If this is not an option, store in the coolest place possible away from direct sunlight.
- For the best olive sales throughout your store combine your deli-fresh pots with a display of loose olives from your deli counter. That way you can catch the grab and go shopper as well as interact with the foodie browser.



## Check out our catalogue for our full range of products!

Our catalogue features a host of complimentary Mediterranean antipasti and speciality food products. In most cases all products can be displayed and served directly from your deli counter or kitchen.



## **Loose olives**

For centuries, way before the refrigerator was invented, olives have been sold loose from market stalls across the Mediterranean region. In more recent times delis and speciality food stores have picked up the baton and continue to enjoy good volume and profitable sales from a well presented fresh olive display. The key to achieving good sales is always great presentation, quality products and a fresh and appealing display. Tasting and customer interaction is also essential. Here is a brief guide to looking after your loose olives in order to achieve the best possible sales and customer satisfaction.

### **Fresh marinated olives**

- Our olives are produced daily here at Olive HQ in Bristol and from production, have an 8-12 week best before life.
- 'Fresh Marinated Olives' are available in 3 kg, split into 2x1.5kg packs. Open and use one pack while the other remains perfectly fresh.
- Our olives are marinated with the finest herbs and spices in our unique blend of extra virgin olive oil and cold-pressed sunflower oil. This blend is very healthy and has a well balanced taste that will not overpower the olives and fragrant herbs. The perfect ratio of oils insures that the oil will not solidify or go cloudy when the olives are displayed chilled.
- To maintain the best quality, we advise that you store our olives chilled. If this is not an option please store in the coolest place possible, out of direct sunlight.
- Once opened 'Fresh Marinated Olives' can be displayed chilled or ambient. To maximize shelf life and quality we advise that you cover and store your olives chilled over night.
- Once opened and exposed to the air, olives have an optimum display life of up to 10 days. You should keep the olives well hydrated by regularly mixing and turning them through the oil marinade.
- Olives should look plump, glossy, moist, fresh and appetizing. Not dry, wrinkled, dull and unappealing.
- Olives are a fruit and green olives will darken when exposed to the air by the process of oxidation. Regular mixing, covering and chilling overnight will help to keep your olives looking fresh and appealing.
- Rotate your stock as often as possible, insuring fresh olives are always on display.
- Be sure to display and store your olives away from mould and yeast forming foods such as blue cheese, mushrooms and bread.
- Any opened olives that are not on display can be kept up to the best before date, as long as they are chilled and well covered to keep them away from the air, preventing oxidation.
- Interact with your customers! Tasters are a great way to break the ice with a customer and introduce them to something new. Have a small bowl of olives on the counter for your customers to sample themselves or simply offer them one on a spoon. Once they try one they are sure to buy some.

### **Just olives**

Our 'Just Olives' ranges are exactly that, plain and simple, water cured and ready to eat. The olives are packed in a light brine solution and are sold in 3 kg units split into 2x1.5kg packs for your convenience.

- These olives have a 16 week shelf life from production.
- To maintain the best quality, we advise that you store our olives chilled. If this is not an option please store in the coolest place possible, out of direct sunlight.
- Once opened 'Just Olives' can be displayed chilled or ambient. If possible always store chilled overnight to maximize the quality and shelf life.
- For best results display your 'Just Olives' submerged in the brine that they come in. It is advisable to add a layer of Real Olive Co oil blend to the brine. This helps to prevent oxidation and gives a glossy coating to your olives when you serve them.
- By following the above 'Just Olives' can be displayed up until their best before date.
- Always be sure to record the best before date of each pack of olives that you open. If you manage your olives well through good working practices you will see great results from your sales.



**For more information or advice please contact us:  
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