

Air is the worst enemy of oil and prolonged exposure to air causes oxidation, followed by rancidity. Once a bottle is opened, the remaining oil is progressively exposed to more and more air.

To counter this phenomenon, Olives Go Wild developed the Vacu-Fresh™ packaging concept for olive oil which protects the product completely from air and light. It therefore keeps the oil fresh to the very last drop, irrespective of the length of time it takes to empty the container.

The entire packaging is locally manufactured and all components are either biodegradable or recyclable.

Only top quality local extra virgin olive oils, which comply with international standards for extra virgin olive oils as set out by SA Olive in their Commitment to Compliance Scheme, are selected for Olives Go Wild Vacu-Fresh™.

Olives Go Wild Vacu-Fresh™ is available in 1.25 L and 500ml units.

Olives Go Wild spearheaded the move to vacuum-packed extra virgin olive oil into the South African market by introducing Olives Go Wild Vacu-Fresh™ in May 2009 and has since attracted significant media and consumer interest, with articles appearing in the September 2009 and April 2010 issues of Food Review. (See

[Links](#)

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[Books](#)

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[Articles](#)

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We were the first to offer a vacuum-packed olive oil in an attractive tube format which consumers found to be unique and appealing. This success prompted other producers to follow in our footsteps. The tap elegantly and neatly positioned on the outside to facilitate ease of use, remains our unique patent.



(For more information go to [OLIVES GO WILD VACU-FRESH EXTRA VIRGIN OLIVE OIL - 1.25 L](#))