

1. 'Puglia alone supplies 40% of Italy's olive oil production. Olive oil is an essential part of the culture here, from food to the landscape. This region has 4 ML inhabitants and 60 ML olive trees, and some have been here for centuries.
Divided among corporate and local businesses, there are over 1,000 olive mills scattered across the region. To get a true feeling of the territory, you have to visit a family-run mill!
Olive oil is more than something to drizzle over a dish when you want to impress someone. It is a necessary ingredient at every meal.'
2. 'Olive oil is as old as time. Egyptians, Phoenicians, Greeks and Romans all cultivated it. And here, across Puglia, the rugged, salty heel of Italy's boot it is almost as a religion.'
3. 'A good wine lasts one dinner, a good oil lasts many meals, as they say. Once you taste premium EVOO, you can't go back to any other kind. It will taste rancid, chemical. You pour it on everything and it makes it special.'
4. 'Puglia is the olive oil capital of the country. Here, the olive oil is like a Cabernet, it's heartier.'
5. 'A bottle of cloudy green oil, a tiny container of fatty Apulian sunlight.'
6. 'To taste an oil, you must first smell it with one nostril, and then the other. Then, you take a tiny sip and let it slide down your tongue. If your mouth tastes oily, that is a bad sign.'
7. 'Down here, we say, the bread of one day, the oil of one month, the wine of one year.'
8. 'Olive trees are generous plants. One tree can produce 30 liters. If you look around, you'll see trees so big you need 3 people to hug them. You won't believe your eyes.'
9. 'In Puglia, the air is dry and salty and the soil is rough and stony. Burnt red clay under unforgiving blue sky. And everywhere, in every direction, at every turn: olive trees. It's as if the gods have chosen to carpet the entire heel of Italy with a shaggy olive green rug.'

10. 'Real EVOO is fresh-squeezed fruit juice. The fake stuff is dead liquid industrial fat.'
11. 'You must try oil in a dark blue glass. This is the only way you will not be persuaded by the colour, which is irrelevant. You must hold the glass in your hands to warm it. Take a slice of an apple. That is the best way to clear the taste out of your mouth.'
12. 'In Puglia, you can find olive oil to match any food. It's like wine. You won't never serve coratina oil with fish...'
13. 'After tasting EVOO you can't but appreciate this ancient oil, for the way tomato and wild artichokes and almonds can make their way into its aroma, for the importance of dark bottles. After tasting EVOO in Apulia you'll learn to raise an eyebrow at olive oil that is a little too green.'
14. 'Our oil is like wine, each batch is different. If it always tastes the same, you have missed all the magic of olive oil.'
15. 'To ensure you are getting real EVOO, make sure the bottle does not allow much light inside.'
16. 'True EVOO is peppery – it bites the back of your throat. The flavours are vivid.'