

FLAVORING AUTHENTIC ITALIAN OLIVE OIL

Italian olive oil producer sells genuine, small batch EVOO from the province of Benevento in the Campania region.



OVERVIEW

While other regions may come close, there's no substitute for authentic olive oil from Italy. Family-owned and operated oil producer Oropallo Extra Virgin Olive Oil (EVOO) was looking to expand their roster of products to feature flavored olive oils and needed a wholesale partner that fit their needs. After experimenting with a number of Bickford flavors. Oropallo decided to go with Lemon, Garlic and Spicy Chili extracts—all are oil-soluble and mix directly into their olive oils. Since introducing flavored oils, Oropallo reports increased sales across the board and many happy customers!

"The response to our new products has gone way above and beyond our expectations."

- Maria Oropallo



CHALLENGES

For years, Oropallo EVOO tried various flavoring methods—nothing they found provided quality flavor at the right price point. Oropallo needed flavors that could match the great taste of their genuine, delicious olive oil. They were also looking to partner with a provider that offers a range of oil-soluble extracts so they could experiment with different flavors. They began researching options on the internet and decided to give Bickford a try.

HOW BICKFORD FLAVORS HELPED

Oropallo EVOO started rolling out their new flavored olive oils using Bickford products in May of 2021—and began selling out of them almost immediately!

Bickford Flavors are:

- All-natural, certified Kosher, and backed by our very own 100-year-old formulas
- Formulated to be stronger than other flavoring methods
- Suitable for almost any application
- Manufactured to deliver the exact flavor consistency an application needs



RESULTS

Oropallo EVOO chose to work with Bickford Flavors because of:

- Their wide variety of oil-soluble flavor options
- Their range of sizing options, from 1 ounce to 55 gallons
- Wholesale discounts
- Lower prices than their competitors



WHAT DO YOU ENJOY MOST ABOUT WORKING WITH BICKFORD FLAVORS?

"Working with Bickford has been amazing," said Oropallo EVOO's Maria Oropallo. "We've received truly individualized support, and appreciate the dedication they offer to each of their customers."

"So far, the response to our new products has gone way above and beyond our expectations," said Oropallo. "Many customers are very excited that we now offer lemon, hot pepper, and garlic flavored olive oil."