

“While writing *Extra Virginity*, I've seen that the best way to fix America's distorted olive oil market is to educate consumers, by giving them their first taste of excellent olive oil. Once they taste a top extra virgin, people see what they've been missing, and will never go back to low-grade supermarket oil. A store like yours, which sells a wide range dazzlingly fresh olive oils from around the world, encourages people to taste before they buy, and gives straightforward information and cooking advice with a minimum of marketing cant, is the fastest route to an educated consumer base.

America is undergoing a revolution in olive oil quality, and you are on the front lines.”



“Driving change from below, by educating consumers, will reform the olive oil market far faster than government regulation or oversight from above. As soon as enough consumers start recognizing and demanding great oils like those sourced and imported by *Veronica Foods*, the market will start treating true extra virgin olive oil as a premium gourmet product and an elixir of health, instead of an industrial fat as it's currently considered by many oil dealers. ***People who know and sell fine oil, and encourage customers to try before they buy, are the front lines of a revolution in olive oil quality that is sweeping America.***”

-Tom Mueller