



BOX NARRANTE

an innovative sales system

for certified oils



Box narrante

il racconto delle diversità dell'extravergine

MISURA 16.1.1 PRS 2014-2020

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42 PDO and 8 PGI oils

They represent a guarantee of authenticity and connection with the environment

- ★ quality carefully checked
- ★ specific organoleptic characteristics

They reach the consumer hardly

- ★ higher price
- ★ lack of knowledge of the sensory and healthy characteristics of extra virgin olive oil
- ★ tendency to underestimate the role of oil in food preparations



BOX NARRANTE Project



Box *narrante*
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Project steps

- ★ *Concept creation*
- ★ *Oils selection*
- ★ *Home use test*



 <i>Box narrante</i>	 <i>Box narrante</i>	 <i>Box narrante</i>
OLIO EXTRA VERGINE DI OLIVA 100% ITALIANO  fruttato di oliva leggero con amaro e piccante leggeri	OLIO EXTRA VERGINE DI OLIVA  OLIO CAMPANIA IGP  fruttato di oliva medio con amaro e piccante medi	OLIO EXTRA VERGINE DI OLIVA  COLLINE SALERNITANE DOP fruttato di oliva medio con amaro e piccante medi
polifenoli totali 500 ml	polifenoli totali 500 ml	polifenoli totali 500 ml



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There is no single type of EVOO!



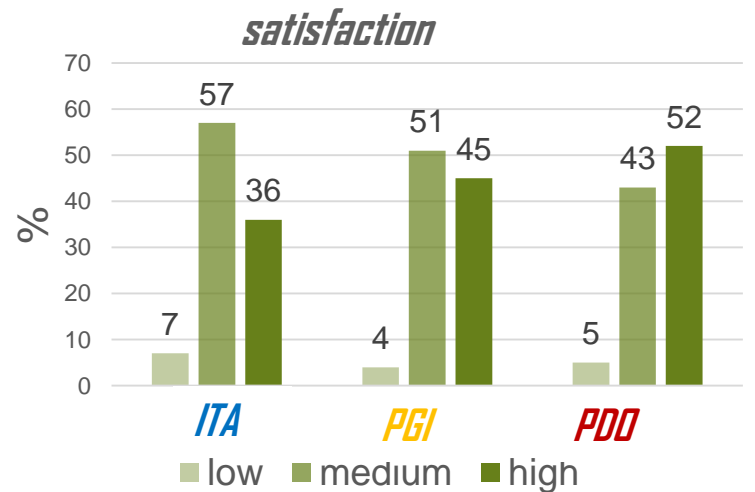
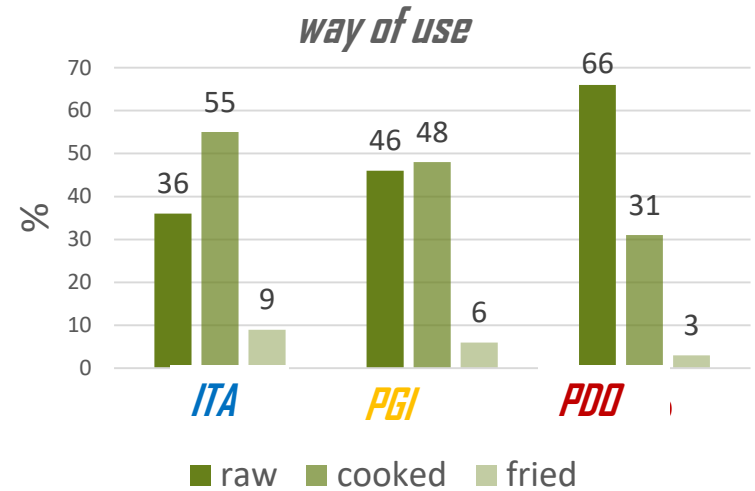


Home use test

1690 food preparations

- 610 using ITA (36%)
- 554 using PGI (33%)
- 526 using PDO (31%)

- ★ The raw use increase with the value of the oil
- ★ The satisfaction grows with the value of the oil



Content analysis



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The informal comments provided by consumers combine bitterness and pungency with a pleasant experience!



IGA

Watery, Neutral
 Light, Normal



IGP

Good, Pungent
 Tasty, Balanced



DOP

Bitter, Strong
 High density



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Final remarks

The use of a narrative label could drive consumers

- ★ to recognize some elements of the sensory and healthy profile closely linked to the typicality of GI oils
- ★ to evaluate the effect of oil in different food preparations.

GI oils require tools that allow differentiation from similar products.

The use of sensory descriptors, although limited by current labelling regulations, could be a powerful tool in promoting a segmentation of the use.

The recent reduction in the price gap between certified/not certified oils could promote a greater diffusion of these productions.