



NEW LINE: Carmen Houston with a new refill pack.

Picture: SIMON CROSS

Ollo oil helps grease product expansion

VALERINA CHANGARATHIL

LOCAL olive oil producer ollo has squeezed brand extension, innovation and cost-effectiveness into its new shelf offering - refill packs.

Tipped as an Australian and world-first in its category, the ollo 500ml refill packs also look out for the environment, olive oil maker Mitolo Group's managing director Frank Mitolo said.

"The refill packs are the next step in olive oil innovation... They are compact and lightweight to enable easy storage," Mr Mitolo said.

"And they're better for the environment as they can be flattened so contribute less to land-fill and the production process is not as carbon intensive as in the case of other packaging."

The squeeze pack will help extend the popularity of the ollo brand, group brand manager Carmen Houston said.

"The market was saturated in the traditional sizes and we were essentially looking at brand extensions," Ms Houston said.

It's early days for the new packs, which were placed on shelves last month, but demand has led to a fourth production run at the Mitolo Group's Virginia processing facility.

While the olive oil is produced in South Australia, the packaging is done in Queensland after the company failed to find a local partner.

However, long-term plans could include setting up the equipment on site at Virginia, Ms Houston said.