



## Analysis

In a category that is filled with non-descript bottles, these results show the importance of appearance and a memorable name.

Seggiano is an old hand but both Honest Toil and Olive Branch have begun to gain a foothold with the same combination of back story, quality product and eye-catching branding. Given its rise this year, Acropolis looks like it is following a similar path.

For the first time since the survey was started, no brand made the rankings purely on the strength of its vinegar, although Seggiano's balsamics did contribute a smattering of votes to its landslide victory.

What these results don't convey is that rapeseed oil is still enjoying popularity among consumers. The regional nature of the product means that votes are, with the exception of Yorkshire Rapeseed Oil, diluted by many brands.

# OILS & VINEGARS

- 1st Seggiano
- 2nd Honest Toil
- 3rd Yorkshire Rapeseed Oil
- 4th Acropolis
- 5th Olive Branch

## How we stock it

**Chris Mount, co-owner Blacks Delicatessen, Chagford, Devon**

Our range includes wine vinegar, cider vinegar, Honeygar, sherry vinegar, aceto balsamico from Antichi Colli and truffle oil from L'Aquila as well as rapeseed and toasted sesame from Clear Spring.

We have various olive oils from Hellenic,



Honest Toil unfiltered olive oil – which is a really nice Greek cold-pressed artisan oil – and a medium Spanish olive oil which we sell in a 20-gallon vat with a tap for people to bring their own 1 litre or 500ml bottles to fill.

We tend to go down the cooking end of the range with balsamic at just under £4 a bottle for 0.5l. We will probably get in a few top-end ones in the last few weeks leading up to Christmas.

Suppliers send samples and if we like it more than the one we've got in stock we take it, but not often. It alienates people if you take something away that they are used to.