

## WOP for?

As polyphenols are being increasingly used in a **wide range of industries and products**, from cosmetics, skincare, functional foods, supplements to preservatives in industrial production and animal health, market demand for polyphenols is getting stronger.

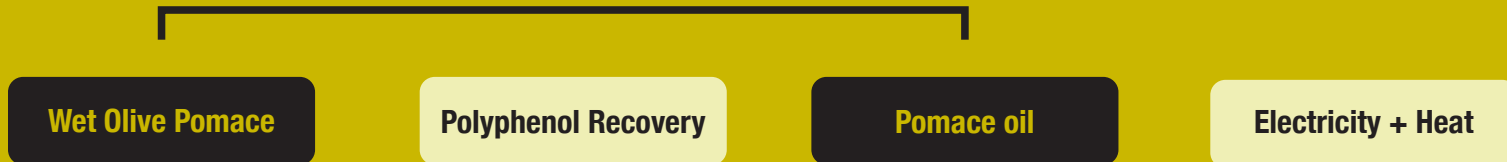
## Why sell on WOP?

For every kilo of olive oil produced, 4 kilos of leftover *Wet Olive Pomace (WOP)* is generated, facing olive oil producers with an annual dilemma of what to do with almost 8 million tonnes of potentially profitable waste.

This waste can contain between **2-8g of polyphenols** per kilo making WOP a highly sought after by-product in the market.

## The Phenolive wop process

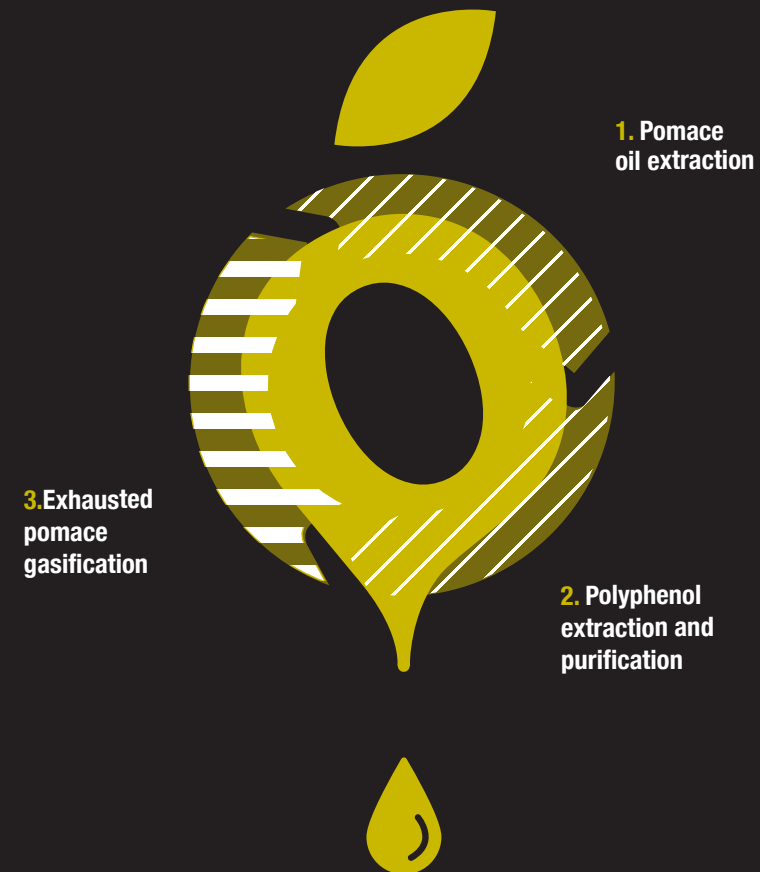
Standard processing



Optimized processing with Phenolive

## THE PHENOLIVE PRODUCT CYCLE

The process in brief



# Phenolives on

Wet Olive Pomace (WOP), the solid residue generated during olive oil processing, is a rich natural source of polyphenols.

A by-product from olive oil production, WOP can provide olive mills with extra income and complete the product life cycle of one of the world's most consumed goods.



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**ECO-FRIENDLY  
PRODUCE CYCLE**  
For the olive market

phenolive