



# Frying challenge

*...with a coup de théâtre*



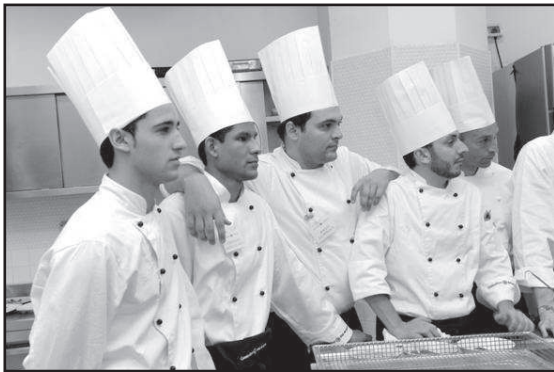


**CHEMIST**

resistance

healthy

taste



**COUSINE**

resistance

healthy

taste



**MEDICINE**

resistance

healthy

taste

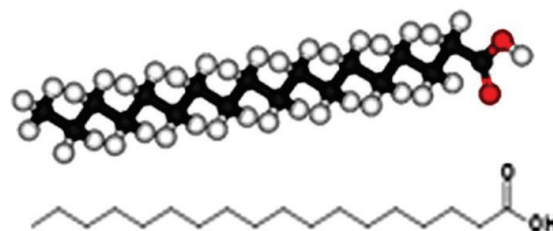
Fats come from animal and vegetable. The calories are the same, the chemical structure is the same as well but:

**ANIMAL FATS = SATURATED FATS**

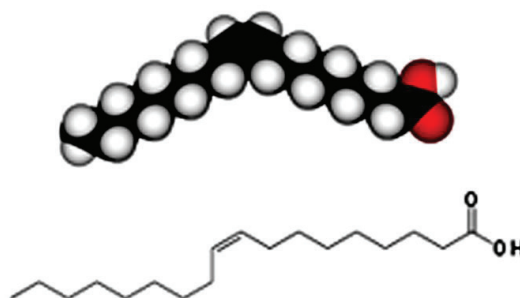
**VEGETABLES FATS = UNSATURATED FATS**

**WHICH IS THE (CHEMICAL)  
DIFFERENT?**

**Saturated Fatty Acid (e.g. Stearic Acid)**



**Unsaturated Fatty Acid (e.g. Oleic Acid)**



**CAN ONE OR TWO BONDS MAKE  
THE DIFFERENCE?**

**YES...**

Many people think that a fat-free diet is the key to losing weight, managing cholesterol, and preventing health problems.

**IT'S NOT TRUE  
(IF DON'T OVERDO IT OF COURSE)**

**FATS ARE GOOD FOR HEALTH!  
WITHOUT THEM...**

**A. WE NEED TICK GLASSES**

**D. WE NEED A STICK**

**K. WE NEED SOME STICKING PLASTER**

**E. WE NEED A BEAUTICIAN**

**C18. WE NEED A CARDIOLOGIST**

**BUT FAT ENEMIES,  
ARE NOT ALWAYS WRONG...**

**as we know  
ALL FAT ARE NOT EQUAL...**



Saturated fats are bad because they raise cholesterol and increase risk for heart disease. But mono and polyunsaturated fats are good, lowering cholesterol and reducing risk of heart disease.

CHEMICAL DIGRESSION...  
FAT/3

OPEN YOUR EYES TO  
SATURATED  
FAT



 WORLD HEART  
FEDERATION®  
badfats.eu

**BUT BETWEEN MONO  
AND POLYUNSATURATED  
THERE IS A BIG DIFFERENCE...**

**THE RESISTANCE...**



**CHEMIST**  
*PALM OIL*

resistance

healthy

taste



**COUSINE**  
*SOYBEAN OIL*

resistance

healthy

taste



**MEDICINE**  
*EXTRAVIRGIN*  
*OLIVE OIL*

resistance

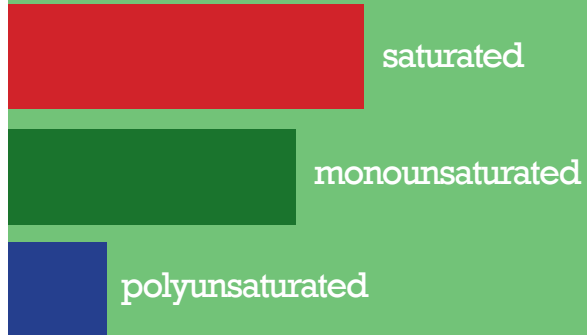
healthy

taste



## PALM OIL

48.00% saturated



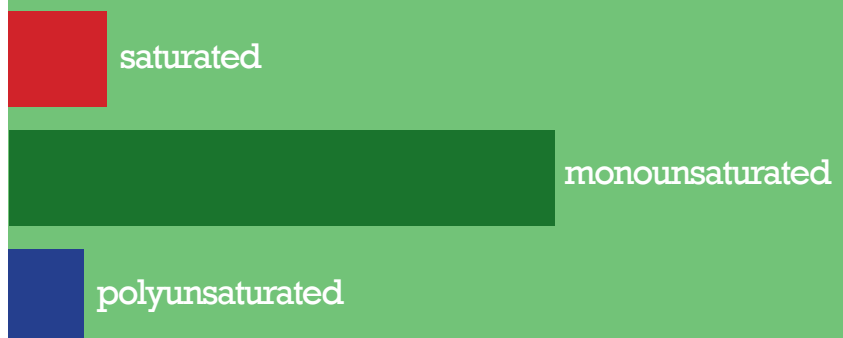
## SOYBEAN

59.00% polyunsaturated



## EXTRA VIRGIN OLIVE OIL

75.00% monounsaturated





# *CHEMICAL DIGRESSION...* **THE SMOKE POINT**

The smoke point refers to the temperature at which a cooking fat or oil begins to break down.

**DEEP FRYING  
TEMPERATURE:  
180 °C**

**SMOKE POINT  
PALM, SOYBEAN, OLIVE OIL:  
> 210 °C**

**SMOKE POINT DECREASES  
ON REPEATED FRYING**

**SMOKE POINT DECREASES  
QUICKLY WHEN ACIDITY  
INCREASE**

**SMOKE POINT DECREASES  
QUICKLY ON HIGH  
POLYUNSATURATED OIL**



## PROS

## CONS

### saturated

*High resistance*

*Bad for health  
Heavy taste*

### monounsaturated

*Good resistance  
Good for health  
Good taste*

### polyunsaturated

*Good for health  
Good taste*

*Weak resistance*

*Bad for health  
Bad taste*

**EXTRAVIRGIN  
OLIVE OIL  
WINS  
BUT...**

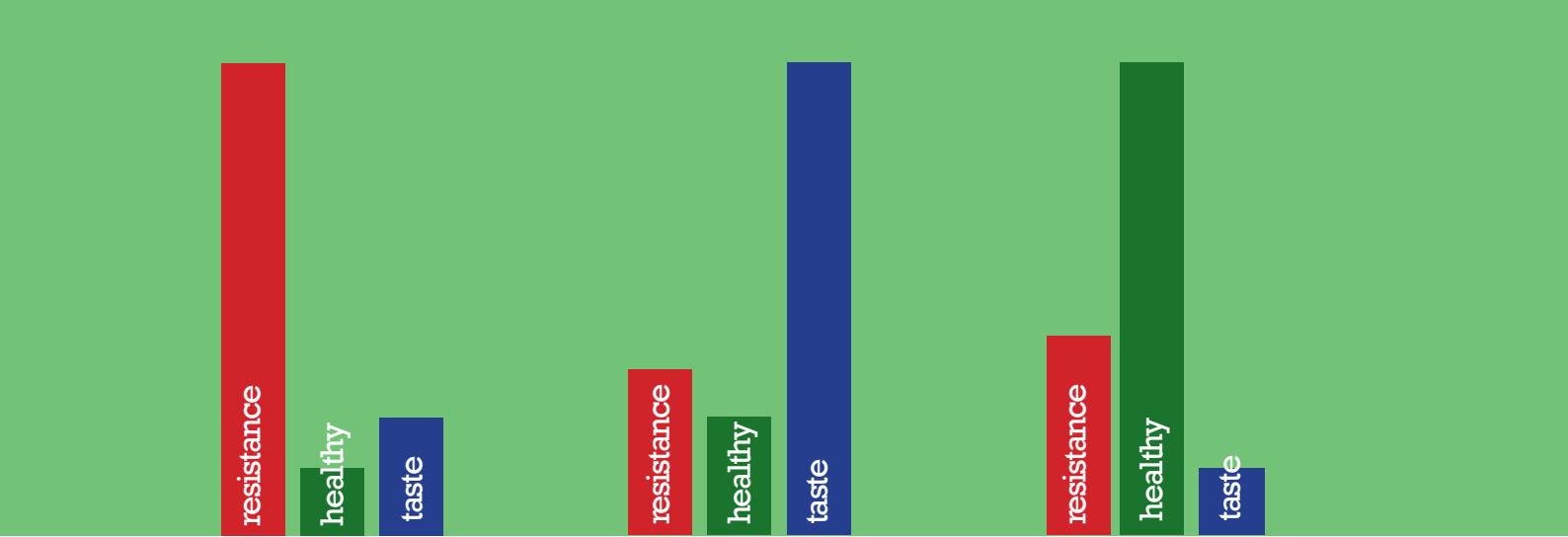
*has a strong taste, it's too expensive*



## OLIVE OIL WINS

It has the  
same chemical  
characteristic of  
extra virgin olive oil  
but it's cheaper  
and has not  
a strong taste.

*Casa Oilio Sperlonga  
developed a special  
olive oil for frying,  
100% natural. Thanks  
to the addition of  
selected extra virgin  
olive oil with very low  
acidity (less acidity,  
more resistance), and  
with a good  
concentration of  
vitamin E (Tocoferols)  
that protect from  
oxidation, now a good  
and healthy  
frying it's possible!*



**CHEMIST**



**COUSINE**



**MEDICINE**

**EVERYBODY  
WANT SOMETHING  
DIFFERENT...**

resistance

healthy

taste



**SPERLONGA  
NEW FRYING OIL  
LET EVERYBODY  
AGREE...**



## **GOOD RESISTANCE**

*High smoke point*

## **GOOD TASTE**

*Does not interfere  
with food flavor*

## **GOOD FOR HEALTH**

*Rich in monounsaturated  
fats*



**SPERLONGA  
NEW FRYING OIL  
IS THE ANSWER**

**SOFT OILS FRY TASTY  
BUT UNHEALTHY**

**MODERN  
CONSUMER IS  
HEALTH CONSCIOUS**

**MODERN  
MARKET DEMANDS  
TASTE AND HEALTH**



**SPERLONGA  
NEW FRYING OIL  
IS THE ANSWER**

**HEALTIER THAN  
SOFT OILS**

**CHEEPER THAN  
EXTRA VIRGIN**

**BEYOND THE HABIT**

**THE WINNER IS...**



**SPERLONGA  
NEW FRYING OIL**



**LET'S TASTE!**