



At 70 years old, the Cauvin oil mill combines modernity and tradition

Interview with Karine Voichet

Marketing Director

1 Cauvin celebrated its 70th anniversary last year, can you tell us about the brand?

Cauvin is a family-owned company from the Gard region, and since 1951 it has been offering a range of vegetable oils that is now one of the most complete on the market. Distributed in French supermarkets and exported, and also sold to the food and cosmetics industries, the brand has been growing exponentially for 15 years. Its development is supported by the best resources: a modern stainless steel factory built in 2017, a seed crushing workshop, a modern laboratory equipped with the best analysis equipment, numerous quality certifications such as IFS, but also NON GMO, Kosher, Halal or even European BIO and Bio China.

2 Cauvin respects its employees, suppliers, customers and consumers and is particularly committed to the environment. What are the main actions implemented?

Cauvin is the first company in its field to be awarded the PME + label for its commitment to social and environmental responsibility. Our proactive sustainable development policy is illustrated by way we manage our waste with a recycling programme and by reducing of plastic packaging with the conscious choice of our glass ranges. In terms of products, almost 50% of our oils are organic and in 2022 we are launching a range of 3 products guaranteed to contain zero pesticide residues: an olive oil, a rapeseed oil and a "health" blend rich in omega 3.

3 What are your flagship products?

Although olive oil, the historical product, remains the company's flagship product with multiple origins, Spanish, Tunisian or French, the company's development has also been built on more unconventional oils such as flax, hemp and camelina oils which were added to the range of better known flavoured oils such as: walnut, hazelnut or sesame... For the catering industry, we have developed a number of specialist oils: odourless frying oils which can withstand longer use without degrading, or a butter flavoured oil. On the cosmetic side, we are able to offer laboratories

specific oils such as broccoli, nigella and perhaps soon baobab.

4 What are the assets of your brand?

In addition to offering its clients a personalised service and quality products, thanks to a state of the art production tool, Cauvin is proud of the values it shares with all its teams: enthusiasm, compassion, collective responsibility and innovation. The company places great emphasis on training and on young people. It has no less than 10 work-study students with 5 years of higher education working in all the company's departments. An attractive company is dynamic and modern.

5 The prices of many food products are rising, should we expect the price of olive oil to rise as well?

Indeed, we are in a context of rising prices for raw materials and olive oil is no exception to the price explosion. Over the past two years, it has increased by more than 40%. At present, the absence of rain and the ban on irrigation to preserve drinking water stocks in Spain are affecting the next harvest. Prices are not expected to fall any time soon and have even continued increasing since November, with another 6% increase in recent months. Let's remember that Spain is the largest olive oil producing country with more than 55% of the world volumes and hence shows the market trend.

6 What are your future projects?

The major event of 2022 for Cauvin will be its new packaging: out with the round and in with a more modern, elegant and refined bottle, in tinted glass of course to preserve the qualities of the oil. At the same time, there will be newly designed labels to provide even more information to the consumer: a rating scale of taste intensity, a QR code for greater transparency on the origins, to communicate analysis results or to transmit recipe ideas. It is expected to arrive on the shelves in June. But don't worry, if the bottle changes,

the taste remains. Cauvin, more than ever, is a source of taste.