

LEON di Marco

Olive Oil Buyer Questionnaire - Italy & Spain Focus

For importers, distributors, wholesalers, retailers, foodservice buyers and private label customers.

1. Market Information

Country / destination market: _____

■ Customer type: Retail / Wholesale / HoReCa / Industry / Private Label

■ Sales channel: Supermarket / Cash & Carry / Restaurants / Hotels / Foodservice / Online

2. Preferred Origin

■ Italian olive oil

■ Spanish olive oil

■ Both Italy and Spain

■ No fixed preference - best quality / price ratio

3. Product Categories Required

■ Super Premium Extra Virgin Olive Oil - early harvest / high polyphenol / gourmet

■ Extra Virgin Olive Oil (EVOO)

■ Virgin Olive Oil

■ Olive Oil / Pure Olive Oil - refined olive oil + virgin olive oil

■ Pomace Olive Oil

■ Olive Oil Blend - olive oil + sunflower oil or customized vegetable oil blend

■ Organic Olive Oil

■ Private label product line

4. Packaging Required

■ Glass bottles: 250 ml / 500 ml / 750 ml / 1 L

■ PET bottles: 1 L / 2 L / 3 L / 5 L / 10 L

■ Tin cans: 1 L / 3 L / 5 L

■ Foodservice formats: 5 L / 10 L / 20 L / 25 L

■ Bulk: IBC 1,000 L / Tank truck / Flexitank / Full container

5. Brand Requirement

■ Producer brand

■ Customer own brand / Private Label

■ Both options requested

■ Label design support required

6. Current Brands / Existing Supplier Brands

Which olive oil brands does the buyer currently purchase or sell?

Main Italian brands currently used: _____

Main Spanish brands currently used: _____

Current supplier / producer / bottler: _____

Is the buyer satisfied with current price, quality and delivery reliability?

Is the buyer looking to replace an existing brand or add a new brand?

Does the buyer need exclusivity for a territory or channel?

7. Certifications / Documents Required

■ FDA / USA import documentation

■ Organic certification

■ Halal

■ Kosher

■ IFS / BRC / ISO / HACCP

■ Laboratory analysis / COA / full traceability

Other required documents: _____

8. Quantity Required

■ Trial order: 1 pallet / 5 pallets / 10 pallets

■ 20 ft container

■ 40 ft container

■ Monthly container program

■ Bulk volume required per month: _____ tons / _____ liters

9. Commercial Conditions

■ Target price level: Economy / Mainstream / Premium / Gourmet

■ Required Incoterm: EXW / FOB / CIF / DDP

Destination port / warehouse: _____

■ Payment terms requested: Advance payment / LC / CAD / Other

10. Buyer Motivation

Is the buyer looking for cheaper oil, better quality, private label, exclusivity or stable container supply?

What problem should the new supplier solve?

Expected annual volume: _____

11. Contact Information

Company name: _____

Contact person: _____

E-mail: _____

Phone / WhatsApp / LINE: _____

Website: _____

Broker note: Please collect these answers before requesting prices. Origin, product category, packaging, current brands, volume, Incoterm and target price are essential for a serious quotation.