

These failed:

- Mezzetta
- Carapelli
- Pompeian
- Primadonna
- Mazola
- Sasso
- Colavita
- Star
- Antica Badia
- Whole Foods
- Safeway
- Felippo Berio
- Coricelli
- Bertolli

These brands passed:

- Corto olive
- Lucero
- McEvoy Ranch Organic
- Omaggio
- California Olive Branch
- Bariani Olive oil
- Lucini
- Ottavio
- Olea Estates
- Cobram Estate
- Kirkland Organic