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Media Advisory

Fustini's Oils & Vinegars Welcomes 'Fresh Crush' Arrival from the Southern Hemisphere Friday!

**The annual Southern Hemisphere harvest produces flavorful,
nutritional extra virgin olive oils**

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(Traverse City, MI) – The arrival of the precious culinary product – 'Fresh Crush', who some 'foodie' enthusiasts liken to the wine industry's Beaujolais arrival, marks a new season of flavorful food preparation cooking throughout Michigan and beyond.

Founder and owner of Fustini's Oils & Vinegars, Jim Milligan will take possession of the 'Fresh Crush' oils on Friday, July 27. Each of the four Fustini's Tasting Rooms (Traverse City, Holland, Ann Arbor, and Petoskey) will have the oils ready for weekend tasting. "This marks an exciting time of the year for all of us who recognize the value of fresh extra virgin olive oil. Our mid-summer is the Southern Hemisphere's mid-winter, and the time of year when the harvest is underway by growers in Chile and Australia. We are fortunate to be one of just a few destinations that will welcome the 'Fresh Crush' oils this week, have hand selected 'Fresh Crush' oils from artisanal producers in Chile and Australia and invite everyone to our tasting rooms in Michigan to give them a try" said Milligan.

Why is freshness in Extra Virgin Olive Oils so critical? Because the polyphenol properties (antioxidants) are at their highest right after the fruit has been harvested, crushed and processed. One can imagine the robust fresh flavor profiles with these fresh oils that are mingled during the entire process.

Milligan has selected three single varietals for this season:

Sweet Hojiblanca from Australia - A mild intensity oil that's very fruity on the palate with a slight peppery finish and no bitterness.

Empeltre from Chile - A more robust intensity oil, we found notes of celery and artichoke heart when we selected this oil.

Leccino from Chile - A more robust intensity oil that's extremely rich and creamy with a degree of pepper on the back. This oil has the highest polyphenol counts of any of the southern hemisphere oils (at time of harvest).

Similar to tasting the highly anticipated Beaujolais wine upon arrival, 'Fresh Crush' oils from Fustini's offer kitchen enthusiasts and everyday cooks a dramatic new flavor profile to complement and 'gourmet up' even an everyday meal.

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Fustini's 'Fresh Crush' Recipe Features

Grilled Pork with Pineapple Salsa

Ingredients:

22 bamboo skewers
1 lb. boneless pork loin, cut into 3/4-inch cubes
2 Tbs. Fustini's Cilantro & Roasted Onion EVOO
4 Tbs. Fustini's Golden Pineapple Balsamic Vinegar
2 garlic cloves, minced
Salt, to taste
Freshly ground pepper, to taste
1 1/2 cups finely chopped fresh pineapple
1/2 red onion, finely chopped
1/2 large red bell pepper, finely chopped
6 fresh mint leaves, minced
2 tsp. minced fresh cilantro

Marinate the pork: Place the bamboo skewers in water and soak for 20 minutes. Prepare a medium fire in a grill. Alternatively, preheat a broiler. In a large bowl, stir together the pork, olive oil, balsamic and garlic. Season generously with salt and

pepper and toss to combine. Marinate for two hours.

Make the pineapple salsa: Meanwhile, in a medium sized bowl, stir together the pineapple, onion, bell pepper, mint, cilantro and the 1/4 tsp. salt. Set aside.

Cook the pork: Thread three cubes of pork onto each skewer, pushing them snugly together. Place the skewers on the grill rack and cook, turning the skewers halfway through the cooking time, until the pork is firm and just lightly browned, about six minutes total. Alternatively, arrange the skewers on a broiler pan and broil, turning them halfway through the cooking time, about six minutes. Transfer the skewers to a platter and serve the salsa alongside.

Makes about 22 skewers.

Natural High-Oleic EVOO Peanut Butter

Here's a healthy homemade peanut butter recipe that utilizes fresh EVOO in place of hydrogenated fats, sodium and sugar.

Ingredients:

2 cups roasted, unsalted peanuts
1/2 tsp. salt (optional)
1 Tbs. granulated sugar (optional)
1/4 cup fresh crush EVOO (Empeltre or Leccino)



Place the peanuts in the jar of your blender. Add the salt and sugar, if using. Pour the olive oil over the peanuts and wait 30 seconds until the oil flows to the bottom of the jar. Turn the blender on high. Process until the desired level of creaminess or up to two minutes for super creamy peanut butter. It may be necessary to turn off the blender a few times and scrape down the sides of the jar. Store tightly covered in the refrigerator for up to 6 weeks.

Makes 1 1/2 cups of natural peanut butter.

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The story of Fustini's Oils & Vinegars...

Inception and growth is one of a love of great foods, impeccable timing, and a collection of wonderful people.

The company was founded by Jim and Lane Milligan, who lived in Minneapolis/St. Paul and took frequent family vacations to the beautiful resort town of Traverse City, Michigan. Like many others before them, the Milligans fell in love with northern Michigan and hoped to "someday" settle down there.

At the same time, the foodie explosion was well underway. By 2007, the Food Network, celebrity chefs, and bestselling cookbooks had captured America's imagination; cooking enthusiasts and the uninitiated alike were embracing new flavors and artisan brands.

And, the fantastic combination of tasty AND healthy aged balsamics and extra virgin olive oils were getting noticed.

Soon it all came together: Jim Milligan eyed retirement from his career in international business at 3M Corporation, and Traverse City became a more viable option. Throughout

his travels, Jim had experienced oil and vinegar shops in the "Old World," and began his planning to bring the idea to the States. In Italy, "fustinis" are the stainless steel containers in which olive oils and vinegars are stored. This Italian word became the store name. In May 2008, Fustini's Oils & Vinegars opened its doors on Front Street in downtown Traverse City and soon developed a core following, led by local restaurateurs like Dave Denison at Amical, Mike Conner at Apache Trout Grill, and Phil of Phil's on Front.

Only months after opening, it became apparent that flavoring foods with healthy oils and vinegars had taken hold; people were trying new flavors in the tasting room, asking for Fustini's by name in restaurants, and restocking their supplies online. Business grew steadily and soon Liz Lancashire was hired to lead Traverse City operations.

The following summer, a dynamic downtown Petoskey location was opened, with Charlene Hunt appointed as manager. The third store, located in Holland, Michigan, opened just two days before the April 2010 Tulip Time Festival, a time of local celebration with; lifetime foodie Denise Walburg as manager. Six short weeks later, a store in the Kerrytown Market & Shops in Ann Arbor opened, led by Jim's sister-in-law, Jill Gardner-Bakewell.

Early 2011 saw the expansion of the original Traverse City store, which is now more than double its original size, able to accommodate not only a full tasting room, but is a perfect local for special events, culinary classes, and receptions.

Jim Milligan was recently named to the Top Ten 'Boomer-Preneurs' by Money Magazine and CNNMoney.com.

Future growth seems assured, given people's appetites for healthy and flavorful foods and the great, loyal customers of Fustini's.

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Visit www.Fustinis.com for products and recipes.

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