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Fustini's Oils & Vinegars Unveils Companion Cookbook

'How Fustinis Do Fustini's'

**For Immediate Release
September 18, 2012**

(Traverse City, MI) – Following the success of his first Cookbook, **In the Kitchen with Fustini's**, the initial Fustini's cookbook with over 60 recipes from renowned Michigan chefs, cooking enthusiast and founder of Northern Michigan's first Oil & Vinegar tasting room, Jim Milligan has unveiled a companion cookbook – **How Fustinis Do Fustini's** - Extraordinary Recipes by Everyday Cooks. The newest edition is now available at each of the Fustini's locations and at Fustinis.com.

This time, Milligan has enlisted his customers and fans to show off their culinary talents by using their favorite Fustini's Oils & Vinegars varietals. "Each recipe in this cookbook edition showcases the creative culinary spirit that our customers have," said Milligan. "The recipes show just how easy it is to 'gourmet up' everyday dishes."

The cookbook features recipes and *How To's* for an entire meal. From Appetizers to Soups, Breads & Eggs; Salads & Dressings to Meats, Poultry & Fish; Potatoes, Pastas

& Grains; Vegetables; and Desserts. 30 different oils and 30 different vinegars are used throughout the cookbook.

When pouring over the many recipes submitted by *Fustinis* (those who love to cook with Fustini's Oils & Vinegars), Milligan quickly realized that his fans enjoy foods that pack a flavor punch. He noted, for example, how often they use robust-tasting cheeses — among them goat cheese, gorgonzola, feta and Gruyere — as well as pungent herbs and spices like rosemary, cilantro, tarragon, curry, cinnamon and cayenne.

Fustini's aren't afraid of trying unexpected combinations, for example, strawberries and salmon, romaine lettuce and coconut, and duck and fig. They are enamored of a wide variety of vegetables — including kale, broccolini, fennel, beets, jicama and Brussels sprouts — and fruits, such as apples, pears, melons, raspberries, cherries and all kinds of citrus. Many Fustinis have a taste in starches that goes way beyond potatoes and pasta to encompass wild rice, brown rice, couscous and — especially — quinoa!

And while Fustini's incorporated a wide variety of Fustini's products into their recipes, it was also obvious to Milligan that there are a few favorites across the board, including Garlic EVOO, White Truffle EVOO and Tuscan Herb EVOO as well as Traditional 18 Year Balsamic, Serrano Honey Vinegar and Champagne Vinegar.

In short, the Fustinis recipes have a level of sophistication that is rare in cookbooks compiled from recipes submitted by home cooks. Additionally, there are practical notes about using the cookbook, ideas that are rarely incorporated into a cookbook.

A few practical notes that users of the book will enjoy include:

- An index page for recipes using Fustini's oils and vinegars.
- A feature offering a general overview of the flavor profiles and pairing ideas for all of the oils and vinegars. Several new products have been added since the first cookbook.
- The book also includes techniques for using oils and vinegars in food preparation. "How to" marinate, emulsify, caramelize, sauté, deglaze and reduce.

In Celebration of the arrival of How Fustinis Do Fustini's, each of the four Fustini's Oils & Vinegars locations will offer a special day for shoppers to meet founder Jim Milligan, have their cookbook personally signed, and enjoy special savings on products throughout the store including two bottles and a signed cookbook for \$49.95.

Additionally, with your help Fustini's Oils & Vinegars will donate 15% of total sales that day to a Michigan non-profit.

Each Cookbook Signing event will run from 2 p.m. to 6 p.m. and are slated for the following dates:

Oct. 9 - Kerrytown in Downtown Ann Arbor to benefit Food Gathers of Ann Arbor

Oct. 10 – 8th Street in Downtown Holland to benefit Hospice of Holland

Oct. 11 – Front Street Downtown Traverse City to benefit Food Rescue of Northwest Michigan

Oct. 12 – Howard Street Downtown Petoskey to benefit Habitat for Humanity



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 balsamic vinegars 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 and then Imation Corporation, and Traverse City became a more viable option. Throughout his travels, Jim had experienced oil and vinegar tasting shops Europe and began his planning to bring the idea to the States. In Italy, "Fustini" are the stainless steel containers in which olive oils and vinegars are stored and dispensed. The Italian word was adopted as 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; lifetime foodie Denise Walburg became 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. Jim Milligan was recently named to the Top Ten 'Boomer-Preneurs' by Money Magazine and CNNMoney.com.

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.

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

Fustini's Oils & Vinegars Corporate Office:

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Visit www.Fustinis.com for products and recipes.

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