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Media Advisory

Fustini's Oils & Vinegars Michigan's First Oil & Vinegar Tasting Room Welcomes Winter 'Fresh Crush' Arrival from the Northern Hemisphere January 30!

**The annual Northern Hemisphere harvest produces the most
flavorful, aromatic extra virgin olive oils**

For Immediate Release

January 25, 2013

(**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 cooking throughout Michigan and beyond.

Founder and owner of Fustini's Oils & Vinegars, Jim Milligan will take possession of the 'Fresh Crush' oils on Wednesday, January 30th. Each of the four Fustini's Tasting Rooms (Traverse City, Holland, Ann Arbor, and Petoskey) will have the oils ready for tasting. "The winter season is the time of year for all of us to enjoy the fresh, nutritional flavor of those olive oils that were just processed from the fall harvest in the Northern Hemisphere. We are fortunate to be one of just a few destinations that will welcome the 'Fresh Crush' oils this week," said Milligan.

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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 fresh flavor profiles that are mingled during the entire process.

Milligan has selected three single varietals for this winter cooking season:

ARBEQUINA California, USA

FLAVOR: Mild and fruity with a hint of pepper. Sweet, delicate and well balanced with a slight confectionary fragrance, fruity notes of red apple and a mild pepper finish.

COMPLEMENTS: Salads, vegetables, beef, chicken, fish, bread, vinaigrette dressings, an all-purpose oil

BALSAMIC PAIRINGS: Asian Blackberry, Black Currant, Cherry, Cinnamon Pear, Cranberry, Lavender, Mango, Oregano, Peach, Pineapple, Red Apple, Sicilian Lemon, 18 Year

IDEAS:

- O Combine with any of the balsamic mentioned above for salad dressings or roasting/grilling/sautéing vegetables.
- O Use in place of “other oils” for baking.
- O Great for bread dipping.

KORONEIKI California, USA

FLAVOR: Apple peel aroma and slight floral notes. On the palate, herbal qualities and green apple flavors. Perfectly balanced with minimal bitterness and slightly more pepper, finishes with pungency.

COMPLEMENTS: Salads, vegetables, bread, vinaigrette dressings

BALSAMIC PAIRINGS: Any white or dark balsamic, wine vinegar

IDEAS:

- O Combine with Sicilian Lemon Balsamic and drizzle over thinly sliced fresh brussel spouts & pears. Top with grated pecorino cheese, sea salt & pepper.
- O Sauté or grill vegetables.
- O Combine with 25 Year Sherry Reserva, Dijon mustard, fresh garlic & basil for a great vinaigrette.

MISSION California, USA

FLAVOR: Green, extremely flavorful and bold. This oil has a huge noses and displays notes of green tomato, layers of complex herbaceous flavors, fleeting bitterness and a spicy lingering pepper finish.

COMPLEMENTS: Salads, vegetables, bread, vinaigrette dressings

BALSAMIC PAIRINGS: Blueberry, Coconut, Oregano, 12 yr. white, 18 year

-MORE-

IDEAS:

- Combine with Coconut and drizzle over fresh tomatoes or cucumbers.
- Sauté fresh fish filets or chicken tenders.
- Drizzle over potatoes, add sea salt & fresh pepper and roast.
- Combine with Blueberry for a great vinaigrette.
- Extremely high phenolic content (614 ppm!)

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Northern Hemisphere ‘Fresh Crush’ Recipe Collection

Aged Maple Balsamic-Bacon Vinaigrette Over Wilted Baby Spinach with Arbequina Fresh Crush Extra Virgin Olive Oil

Ingredients:

- 4 tablespoons **Fustini’s Maple Balsamic Vinegar**
- 2 Tablespoon **Fustini’s Pinot Noir Vinegar**
- 1 teaspoon good quality Dijon style mustard
- 4 tablespoons **Fustini’s Arbequina Fresh Crush Extra Virgin Olive Oil**
- 2 tablespoon finely minced shallots
- 1/2 teaspoon salt
- freshly ground black pepper to taste
- 4 slices center-cut bacon, cooked to a crisp and finely crumbled
- 2 quarts young spinach leaves, stems removed, washed

Preparation:

Place spinach in a serving bowl.

Place the **Fustini’s Maple Balsamic Vinegar**, half the crumbled bacon, **Fustini’s Pinot Noir Vinegar**, salt, half the shallots, pepper, and mustard in a small saucepan over medium heat. Gently warm while whisking - remove from heat before it reaches a simmer. Allow to cool for a minute, and then whisk in the **Fustini’s Arbequina Fresh Crush Extra Virgin Olive Oil** to emulsify. Adjust seasoning, Gently dress spinach with warm vinaigrette and top with remaining crumbled bacon and shallot.

Serve warm.

Classic Caesar Salad With Mission Fresh Crush Extra Virgin Olive Oil

Ingredients

- 2 large pasteurized egg yolks
- 1/2 garlic clove, peeled
- 1/3 cup grated Parmesan cheese
- 3 tablespoons lemon juice
- 1 anchovy fillet
- 1/2 teaspoon salt
- 1/2 teaspoon Dijon style mustard
- ground black pepper, to taste
- 1/2 cup **Fustini’s Mission Fresh Crush Extra Virgin Olive Oil**
- 1 cup croutons
- 6 hearts of Romaine Lettuce, washed, dried and roughly chopped or left whole

Preparation:

Place all ingredients into the container of a blender or food processor in the order listed and secure lid. Turn machine on and processed for 20 seconds.

Drizzle the dressing on the lettuce; add croutons and more grated Parmesan

Rosemary, Shallot Focaccia with Koroneiki Fresh Crush Extra Virgin Olive Oil

Ingredients:

1 1/2 cups warm water
3 tablespoons **Fustini's Koroneiki Fresh Crush Extra Virgin Olive Oil** (plus additional 1/4 cup for drizzling)
1 1/4 teaspoons salt
3 1/2 cups unbleached all-purpose flour
1 tablespoon instant yeast
1/4 cup thinly sliced shallots
2 teaspoons fresh rosemary, chopped
1 teaspoon coarse sea salt for sprinkling on top (optional)

Preparation:

Lightly grease a 9" x 13" pan, and drizzle 1 to 2 tablespoons **Fustini's Koroneiki Fresh Crush Extra Virgin Olive Oil** in the bottom.

Combine all of the ingredients, and beat at high speed with an electric mixer for 60 seconds. Scoop the sticky batter into the prepared pan, cover the pan, and let it rise at room temperature for 60 minutes, until it becomes puffy.

While the dough is rising, preheat the oven to 375°F.
Gently poke the dough all over with your index finger.
Distribute sliced shallots and chopped rosemary evenly over the surface of the dough.
Drizzle dough with 1/4 cup **Fustini's Koroneiki Fresh Crush Extra Virgin Olive Oil** and sprinkle with sea salt, if desired.

Bake the bread until golden brown, 35 to 40 minutes.

Remove it from the oven, wait 5 minutes, then turn it out of the pan onto a rack. Serve warm or at room temperature.

Pomegranate Glazed Carrots with Pomegranate Balsamic Vinegar

Ingredients:

1 pound carrots, scrubbed, washed and dried with paper towel
1 tablespoon unsalted butter
1 tablespoon **Fustini's Koroneiki Fresh Crush Extra Virgin Olive Oil**
2 tablespoons **Fustini's Pomegranate Balsamic Vinegar**
Fresh tarragon leaves to taste
Coarse sea salt to taste

Directions:

Slice carrots on a slant 1/2 inch thick. Melt butter on medium; add **Fustini's Koroneiki Fresh Crush Extra Virgin Olive Oil** and carrots.

Cover with a lid and sauté until carrots are tender but still firm, 10-15 min.
Drizzle **Fustini's Pomegranate Balsamic Vinegar** over the carrots and cook 2-3 more minutes.
Sprinkle with roughly chopped tarragon leaves, coarse sea salt, let flavors mingle, and serve best with lamb chops.

Number of Servings: 2-3 as a side dish

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, "Fustini" are the stainless steel containers in which olive oils and vinegars are stored. The 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; 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.

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Visit www.Fustinis.com for products and recipes.

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