

Contacts:

Susan Wilcox Olson

Media Relations Phone 231-590-5930 susan@cherryfestival.org

Jim Milligan – Owner/Founder Phone 651-260-3294 Jim@fustinis.com

Media Advisory

Fustini's Oils & Vinegars Brings a New Culinary Experience to Maui Tasting Room to Open - Shops at Wailea A Grand Opening Celebration Set for Saturday, July 26th

For Immediate Release July 15, 2014

(Maui, Hawaii) – Fustini's Oils & Vinegars founder Jim Milligan recently announced he is bringing the excitement of fresh extra virgin olive oils and aged balsamic vinegars direct from Modena, Italy to the island of Maui.

On **Saturday, July 26th**, by way of a Grand Opening Celebration, Fustini's will welcome islanders to the first ever oil and vinegar tasting room and bottling shop on the island of Maui. Visitors making their way to the tasting room, located in the **Shops at Wailea**, will experience the tastes that 'Fustinis' - those who love to cook with Fustini's Oils & Vinegars - have come to love. "We're very excited to be opening the tasting room at the Shops at Wailea in Maui. We are thrilled to invite every cooking and entertaining enthusiast to stop in and enjoy the full range of Fustini's products first hand", said Jim Milligan, Founder of Fustini's Oils & Vinegars.

The Grand Opening celebration will begin at 12:00 noon Saturday, July 26th with a **Hawaiian Blessing** ceremony hosted by Kimokeo Kapahulehua. Following the blessing Fustini's will be serving an Hors D'oeuvres menu created by **Tommy Bahama's** Executive Chef Maka Kwan and his culinary team featuring Fustini's oils and vinegars. Visitors will enjoy the likes of crabcakes, salmon, shrimp and assorted meat skewers, all prepared with the flavors of Fustini's oils and vinegars.

The Fustini's Oils and Vinegars Tasting Room is located in the Shops of Wailea between Tommy Bahamas and Lahaina Gallery, and is open 9:30 a.m. to 9 p.m. daily.

. . . .

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 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 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 and Mike Conner at Apache Trout Grill.

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 and Minnesota native 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. In 2013 Jim opened at fifth oils and vinegars tasting room in the bustling tourist town of Mackinac City. And, in July of 2014 Jim took Fustini's and his tasting room concept to Maui, with the first store in Wailea.

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

Each tasting room is able to host special events, culinary classes, and receptions. The Ann Arbor, Holland, and Petoskey, Michigan locations are also home to the Fustini's School of Cooking. The School of Cooking is a culinary learning excursion offered nearly every week at each of these locations.

Fustini's Oils & Vinegars Corporate Office:

114 East Front Street, Traverse City, Michigan 49684 231-944-1145 Visit www.Fustinis.com for products and recipes.

FOR PHOTOS CONTACT:

Susan Wilcox Olson (231)-590-5930 susan@cherryfestival.org

#