



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 Unveils Newest Cookbook

'Entertaining with Fustini's'

**For Immediate Release
September 11, 2013**

(Traverse City, MI) – Fustini's Oils & Vinegars founder Jim Milligan is unveiling his newest cookbook for foodies and those who love to entertain – *Entertaining with Fustini's*. Entertaining with Fustini's is an homage to every special occasion, and a toast to many more to come. The featured recipes come from home cooks, professional chefs and the Fustini's team members. The recipes showcase both luxurious and humble ingredients.

The third in the top-selling sequel of cookbooks, Milligan and his team explain that each ingredient, whether it's Lobster, beef tenderloin, pomegranates, dark chocolate or champagne, all have their place as well as quinoa, pork and beans, poblano peppers, kale and yogurt. These ingredients along with others are presented in new and exciting guises. And for the first time, Milligan has also included recipes for cocktails and brunch items alongside those for appetizers, entrées, accompaniments, salads, soups and desserts.

Fustini's Oils & Vinegars will host book signing parties in each of the four stores to celebrate beginning September 17th:

To celebrate the arrival of Entertaining with Fustini's, each store will offer a special day for shoppers to meet Jim Milligan, Fustini's Oils & Vinegars owner, and have their cookbook personally signed. Additionally, each location will donate 15% of total sales that day to a local non-profit. Foodies and entertaining enthusiasts who visit the stores will have the opportunity to sample delicious recipes from the new book.

In-store Parties Include:

September 17, 4-8 pm - Kerrytown, Ann Arbor

Benefiting [Ele's Place](#)

September 18, 3-7 pm - 8th Street, Holland

Benefiting the [Center for Women in Transition](#)

September 19, 4-8 pm - Front Street, Traverse City

Benefiting [Food Rescue of Northwest Michigan](#)

September 20, 4-8 pm - Howard Street, Petoskey

Benefiting [Women's Resource Center of Northern MI](#)

The Fustini's culinary team also hosts private parties and classes throughout the year. And for those looking for a not to be missed 'foodie experience' ask about **Fustini's After Hours** – http://fustinis.com/contentafter_hours.asp



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:

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

#