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Fustini's Oils & Vinegars Opens New School of Cooking in Petoskey

The Future of a Foodie Enthusiastic Company...Fustini's Oils & Vinegars

**For Immediate Release
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(Traverse City, MI) – Fustini's Oils & Vinegars founder Jim Milligan has celebrated five years of 'foodie fun' in northern Michigan. The taste tested success of Milligan's Fustini's Oils & Vinegars is paying it forward now while entering the sixth year of doing business. Fustini's has hired a corporate chef and has just opened the first school of cooking location in Petoskey.

The *Fustini's School of Cooking* is dedicated to teaching customers cooking skills while working with oils and vinegars; from the basics to the most advanced cooking skills. While the Petoskey location is the first Fustini's tasting room to incorporate the *School of Cooking* into its daily menu of offerings, activities are underway to introduce a *School of Cooking* in each of the four Michigan store locations. Fustini's Oils & Vinegars recently hired a Corporate Chef, Chef Andy Stewart. Chef Andy brings creative culinary talent to Fustini's by way of his experiences preparing meals in a variety of restaurant kitchens; from private dining clubs to large franchise kitchens. His first task; build the first

Fustini's teaching kitchen. Chef Andy did just that, he and Milligan recently installed the first working kitchen in the Fustini's Petoskey location, 106 Howard Street. Chef Andy's second task: to build a teaching curriculum.

In the Petoskey store, every week now through August 28th, Fustini's will offer classes dedicated to 'Food and Flavors' and 'Techniques'. Classes are held Wednesday through Friday, each day at noon and 3p.m. Each class will last approximately 30 minutes. In the **Food and Flavors** class, attendees will participate in a blind tasting and learn how different foods pair with various flavors. Participants will mix and match oils & vinegars with fresh food ingredient samples; such as poached chicken or grilled meat, blanched vegetables, various cheeses and mixed greens, bread, beans, pasta, and potatoes. In the **Techniques** class participants will learn basic oil & vinegar techniques like marinating, emulsifying, caramelizing, sautéing, deglazing and reducing; and how each technique adds a new flavor dimension to each dish. Cost of these classes will be \$10 per attendee. To register, contact the Fustini's Petoskey store at 231-758-3575 or by email Charlene@fustinis.com.

Additionally, Chef Andy will conduct a series of **Cooking Classes** in the Petoskey area throughout the season. The summer cooking class schedule is:

June 25, 1 p.m. – 3 p.m. - An interactive class demonstrating Fustini's recipes using Salmon, Strawberries and Spinach. Attend and learn how to make syrup from balsamic vinegar and use it to roast and glaze fish, make an emulsification for a salad dressing, candy bacon using vinegar and sugar, flavor roasted nuts, and use oils and vinegars as garnishes.

July 11, 1 p.m. – 3 p.m. – An interactive class demonstrating Fustini's recipes using Blueberries, Beets and Beef. Attend and learn how to incorporate oils and vinegars as an ingredient and flavor additive, learn some baking techniques using flavored oils, marinate beef with combinations of extra virgin oils and fresh herbs, and use oils and vinegars as flavor enhancers with roasted vegetables.

July 17, 1 p.m. – 3 p.m. – An interactive class demonstrating recipes from Fustinis first cook book – "In the Kitchen with Fustinis". Selections will include recipes submitted by Fustinis restaurant partners and will include deglazing, reductions, and using oils and vinegars as garnishes.

July 25, 1 p.m. – 3 p.m. – An interactive class demonstrating Fustini's recipes using Cherries, Corn and Chicken. Attend and learn how to make a pudding using extra virgin olive oil, flavor and reduce a sauce with balsamic vinegar, marinate chicken with vinegar and oil, and use vinegar to add pop to a pie.

July 31, 1 p.m. – 3 p.m. – An interactive class demonstrating recipes from Fustinis second cook book – "How Fustinis Do Fustinis". Attendees will learn techniques from recipes submitted by

our customers with an emphasis on syrups, emulsifications, and using oil and vinegar as an ingredient.

August 6, 1 p.m. – 3 p.m. – An interactive class demonstrating Fustini's recipes using Peaches, Peas and Pork. Attend and learn how to make brine using flavored vinegar, make chutney from fresh fruit and vinegar, make a reduction in the oven, and combine oil and vinegar in unique ways to make simple food.

August 14, 1 p.m. – 3 p.m. – Fustini's Cooking Class. An interactive class taught by one of our local chefs. Attend and learn how to make recipes designed and executed by one of our local restaurant or corporate partners using Fustinis oils and vinegars in special ways.
Instructor: a Secret!

August 20, 1 p.m. – 3p.m. – An interactive class demonstrating Fustini's recipes using Lemon, Leeks and Lamb. Attend and learn how to use extra virgin olive oil as an ingredient in baking, marinate lamb using vinegar and oil, make a balsamic syrup from vinegar and honey, and learn the brightening attributes of using white balsamic in cold soup.

August 28 1 p.m. – 3p.m. – Fustinis Cooking Class. An interactive class taught by one of our local chefs. Attend and learn how to make recipes designed and executed by one of our local restaurant or corporate partners using Fustini's oils and vinegars in special ways.

Cost of these classes will be \$36-\$49 per attendee. To register, guests are asked to contact the Fustini's Petoskey store at (231) 758-3573 or email Charlene@fustinis.com.

For Private Parties and Classes, 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:

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