



Fustini's Releases World's Freshest Extra Virgin Olive Oils

Hand Selected in Spain and on their way to Michigan

For Immediate Release

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(Traverse City Michigan, MI) November 2019 – After 8 days in Spain the Fustini's management team returns with the highest quality, and freshest olive oils available.

Announcing Fustini's 'Select' Extra Virgin Olive Oils (EVOO), made from the very first olives harvested. "When we departed Nov 3 only 2-3% of the olives in the Andalusian Region of Southern Spain had been harvested. That's how early we hit this", reported Fustini's owner and founder Jim Milligan. At this stage these olives are not yet mature and ripe so they have an incomparable fresh, fruity and floral flavor. And these Select EVOOs have the highest polyphenol counts (the antioxidant properties in olive oil) of anything Fustini's has ever carried. It takes twice as much first harvest fruit as mature fruit to produce the same amount of olive oil.

Jim and the Fustini's management team oversaw the entire process first hand – from field harvest of olives into milling the olive oil – all within 3-4 hrs. “We are extremely proud to bring Michigan the world’s freshest and highest quality olive oil” said Jim. “We can’t wait for our Customers to experience the fresh flavor and luminescent green color of these oils in our tasting rooms this holiday season.”

Milligan, who started the business more than eleven years ago, is a steadfast believer in servant leadership. “We have five energetic managers who are even more knowledgeable now after participating in the olive oil production process in the largest producing country in the world – Spain. These five managers hired on at the opening of each of our locations and have built the Fustini's business with me. I am most interested now in what I can do to provide them with the support they need to most effectively host our guests in the tasting rooms” says Milligan. “I work for them now, not the other way around.”

The Fustini's Select series of EVOOs will be available starting November 19, while supplies last, at the four Fustini's locations statewide (Traverse City, Ann Arbor, Holland, and Petoskey) and online at www.fustinis.com.

About Fustini's Oil and Vinegars

About Fustini's: Fustini's, a retail olive oil and balsamic vinegar tasting room business, opened its doors in Traverse City, Michigan in 2008. The business quickly grew, adding three additional 3 additional Michigan locations in Petoskey, Holland and Ann Arbor. Fustini's has expanded their products and services to include cookbooks, pantry items and a School of Cooking. Additionally, Fustini's is committed to improving community health through diet and nutrition with recent fundraising programs to support the work of Food Rescue in Traverse City and The Manna Project in Petoskey. To learn more about Fustini's including their School of Cooking, visit www.fustinis.com.

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