



Celebrate National Extra Virgin Olive Oil Day
Wednesday, September 30, 2020
with the World's Freshest EVOO from Fustini's

Fresh from Chile

For Immediate Release

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(Traverse City Michigan, MI) September 17, 2020 – In celebration of National EVOO day, Fustini's Oil and Vinegars is highlighting their 'Select' Extra Virgin Olive Oils. The SELECT line is made from the very first and finest olives harvested. "Only 2-3% of the olives in the Valparaíso region of Chile had been harvested, for the SELECT line of Fustini's oils. 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. In addition, these SELECT olive oils have some of the highest polyphenol counts (the antioxidant properties in olive oil) Fustini's carries. It takes twice as much first harvest fruit as mature fruit to produce the same amount of olive oil.

With the pandemic locking out travel to Chile and Peru, Fustini's leaned on their relationship with Paul Vossen to narrow down their choices. Paul is a recognized expert in the olive oil business, from the fields to olive oil production, processing, and sensory evaluation. Paul has first-hand knowledge of the estates and oil production Fustini's was considering.

“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.”

The Fustini’s SELECT series of olive oils will be available at the four Fustini’s locations statewide (Traverse City, Ann Arbor, Holland, and Petoskey) and online at www.fustinis.com.

To celebrate National Extra Virgin Olive Oil Day – the Fustini’s culinary team is offering a virtual celebration on **National EVOO Eve, Tuesday, October 29th at 5:30 p.m. EST** as well as Wednesday, October 30 at 5:30pm.

If kitchen enthusiasts are looking to try the most recent SELECT first harvest Chilean oils then this virtual event is a must. Join a Fustini's team member via Zoom to discover the amazing flavor and characteristics these oils have to offer. You can purchase a kit for \$60 and sign up for one of the virtual tasting events listed below.

Your kit includes:

- 200ml Fustini's Arbequina SELECT olive oil
- 200ml Fustini's Koroneiki SELECT olive oil
- 200ml Fustini's Coratina SELECT olive oil
- 3 2-piece pourers
- Tasting cups with lids
- Tasting Reference Card
- Chemical analysis and flavor profile of each olive oil
- Directions on how to sign up, choose a date that fits with your schedule

https://www.fustinis.com/order/virtual-tasting-kit_1996/

Additional Virtual Tastings dates include: October 13; October 27; October 30; November 10 and November 24.

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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