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Michigan-Based Fustini's Oils and Vinegars Expands Business

(Traverse City, MI) – (Traverse City, MI) – Fustini's Oils and Vinegars has recently announced plans to double the size of the company over the next five years. The market opportunity for heart healthy extra virgin olive oil is growing as has sales for Fustini's broad assortment of products. The business expansion plan is set upon three pillars: 1. new tasting room store locations, 2. expanding into a broad network of authorized resellers, and 3. e-commerce. "It's hard to believe that we're headed into our 17th year in business!", says founder Jim Milligan. "I'm very excited about the opportunity to bring the Fustini's experience to more customers, make it more convenient for our existing customers to shop Fustini's, and to create personal and career growth for our wonderful Fustini's team".

Milligan has restructured Fustini's Leadership Team for this business expansion. He now is focused on new strategic ideas and BIG opportunities as the company Visionary, and Liz Lancashire, Fustini's General Manager, has been promoted into the Integrator role where she will be accountable for the Profit and Loss and helping everyone in the company meet their goals. Fustini's has been using the Entrepreneurial Operating System (EOS) with great success the past three years to optimize their efforts around Vision, Traction, and the Health of the team.

About Fustini's

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 Michigan locations in Petoskey, Holland and Ann Arbor. Fustini's has expanded their products and services to include cookbooks, pantry items, and virtual tastings. Fustini's donates 1% of every sale to an organization in their community. Each selected charity has a mission to help the community with dignity and choice by providing healthy food. To learn more about Fustini's and to gather creative one-of-a-kind recipes for every occasion and season visit www.fustinis.com.

