



the harvest celebration of olio nuovo

THE 'NEW OIL' IS THE FRESHEST
AND MOST VIBRANT EVOO
YOU'LL EVER TASTE



table of contents

IN WITH THE NEW OIL	03
WHAT IS OLIO NUOVO?	04
FROM HARVEST TO TABLE IN 4 DAYS	05
IT'S ALL ABOUT THE TASTE	06
CELEBRATE THE HARVEST WITH US!	07



Tuscany, 2008 — Three seasoned farmers sit around a fireplace in front of their olive mill, toasting slices of fresh bread while warming their hands against the late fall chill. Inside the mill, an olive press streams oil, the first press of the season, through a stainless steel spout. One of the farmers takes a glass and holds it under the spout, filling it with vibrant green olive oil. He pours the olive oil over the toasted bread, letting the brilliant green liquid soak in. He turns to an American couple standing by the press, smiles, and offers them the slice of bread.



**THE AMERICANS IN THIS STORY ARE
FRANK AND RUTH MERCURIO DURING ONE
OF THEIR TRIPS TO ITALY.**

The freshly pressed olive oil, unfiltered and bursting with flavor, is known as “Olio Nuovo” in Italian, which translates to “new oil” in English. Frank and Ruth recall the feeling of being a part of an amazing, once-in-a-lifetime food experience. Every store in the small Tuscan villages displayed hand-written signs to inform customers when the new oil had arrived. The harvest celebration of Olio Nuovo is a time-honored tradition accompanied by street festivals, wine, and good company.

Olio Nuovo is not well known in America, much less celebrated the way it is in Europe. But the olive oil industry in California is young and there’s plenty of time to build our own tradition around the olive harvest. California’s Mediterranean climate allows us to produce olives that can rival the quality found anywhere in the world, and therefore press the culinary treat that is Olio Nuovo.

We thank you for your interest in the **new oil** of California, and we hope you enjoy this ebook.

SALUTI!

WHAT IS OLIO NUOVO?

Olio Nuovo is a once-a-year treat that represents the freshest extra virgin olive oil (EVOO) possible. As with all EVOO, there are no chemical additives and it's not put through a heating process—farmers crush the olives and remove the water and pumice through a milling process. However, there are a few key differences between Olio Nuovo and regular EVOO:

- **FIRST PRESS**—Olio Nuovo is the first press of the season, which literally contains the first olives picked and milled. It's available once a year for a short time, which in California is usually around November.
- **FRESH TO YOU**—The new oil isn't racked (shelved for several months) to remove all the tiny pieces of olive, and can go from the field to a specialty foods store in as little as four days.
- **FRESH, LIVELY TASTE**—The oil will contain small bits of olives that give it a vibrant and fruity taste.
- **SHORTER SHELF LIFE**—It won't last as long as other EVOO, so you should use it within six months of milling. Trust us, once your family tastes it, it will be hard to keep a full bottle in your pantry!
- **LIMITED AVAILABILITY**—*Olio Nuovo is not found in grocery stores.* The only place to find it is at the mill itself or select specialty food retailers.



FLAVOR PROFILE

We Olive uses an *Arbequina* blend of olives for Olio Nuovo, which will come through your palate with a burst of fruity pungency and a distinct, bold flavor that exemplifies the essence of the fruit. It also has a delightful creamy texture.

VISUAL

Olio Nuovo stands out from every other bottle of EVOO you've ever seen before with brilliant green coloring. And because the olive particles have not been allowed to settle through racking, the bottle will be cloudy, like an unfiltered wheat beer.

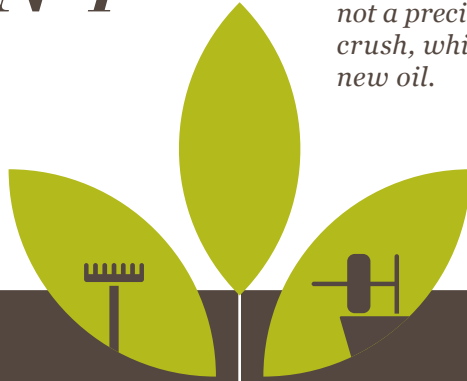
LOCAL

Lucky for us, olive trees flourish in Mediterranean climates like California, giving us the ability to enjoy this incredible gift from Mother Nature. Fresh-pressed olive oil from our own backyard is now available.

FROM HARVEST TO TABLE IN 4 DAYS

OLIO NUOVO TIMELINE

The new oil harvest is sort of like expecting a baby—we have a good estimate of when it will arrive, but not a precise date. Here's the timeline of our 2016 crush, which will produce a limited amount of new oil.



HARVEST – DAY 1

After monitoring the Arbequina olives for the perfect ripeness, our grower in Lodi, California, will decide the day to harvest based on the color of the olives. The harvesting process, done by a combination of machinery and hand picking, begins and the first bins of freshly picked olives are taken to the mill.



BOTTLING – DAY 2

The new oil is bottled at the mill with a process that takes several hours to a whole day.



IN STORE – DAY 4

Merely four days after plucking ripe olives from a tree, the new oil is ready to eat! Other than standing at the spout of the press at the mill with a piece of bread, this is the freshest olive oil you can possibly taste.

Mangia!

MILLING – DAY 1

The olives are milled within 4-6 hours of picking—the faster, the better! From the large bins, the olives are separated from any leaves and debris with machinery and by hand. From there, they go into a washer that removes any remaining dirt. Next, the olives (including the pit!) are crushed into a semi-solid paste.

Through a process called malaxing, water and the majority of the solids are removed from the oil. Next, the oil goes into a vertical centrifuge that spins at 8,000 RPM to remove most fine particles. Finally, Olio Nuovo flows through a spout. At this point, the new oil is finished and ready to be bottled.



SHIPPING – DAY 3

The mill sends the shipment of new oil to us the day after pressing, which arrives at our warehouse overnight. Depending on when the shipment arrives, we send it out the same day to our stores, or the next day.

IT'S ALL ABOUT THE TASTE

There is no right or wrong when it comes to food—only what tastes good to you. Since Olio Nuovo is not something most Americans have had the opportunity to taste, even foodies, we feel it's worth noting a few tasting ideas and tips to help you squeeze the best experience possible out of this season's new oil.

KEEP IT SIMPLE

Olio Nuovo is a rare, once-a-year treat that should be savored with good company and good wine. Adding new oil to a dish with lots of ingredients runs the risk of masking the fresh, distinct flavor.

NEAT



To understand the essence of Olio Nuovo, we highly suggest tasting it neat—without anything else. Here's how the pros at the **California Olive Oil Council** do it:

- **SWIRL**—Using a stemless wine glass, swirl the Olio Nuovo while warming it with the palm of your hand and covering the top of the glass with your other hand.
- **SMELL**—Uncover the glass and inhale through your nose.
- **SLURP**—Sip the oil while drawing in air through your teeth. What you're trying to do is spread the oil evenly throughout your entire mouth.
- **SWALLOW**—Drink some oil and notice the sensation on your tongue and in your throat. If it tickles your throat or makes you cough, that's OK! Coughing indicates pungency, which means the oil is loaded with polyphenols—natural antioxidants that contribute to the unique health benefits of EVOO.

CLASSIC

Grill fresh bread, drizzle with Olio Nuovo, add a pinch of sea salt, and enjoy. We said “simple” and we mean it!

HEALTHY

Olio Nuovo makes an incredible salad dressing—consider combining with a high-quality balsamic vinegar and tossing with a seasonal salad. Additionally, use new oil to sauté vegetables for an intense flavor boost.

RICH

Pair Olio Nuovo with a creamy cheese like mozzarella, burrata, or ricotta for a truly decadent experience. The bold taste of Olio Nuovo balances the rich, creamy texture of the cheese.

STORAGE NOTE

We recommend storing Olio Nuovo in a cool, dry, and shaded place for up to six months. Trust us, once you've discovered the culinary pleasures of freshly-pressed Olio Nuovo, it won't last that long!

CELEBRATE THE HARVEST WITH US!

In Italy, Olio Nuovo has long been a culinary tradition celebrated by holding a “Sagra”, which is like a street fair or festival. You can expect freshly-baked bread, fabulous wine, good company, and of course, each farmer proudly sharing a bottle of their Olio Nuovo. Given California’s nascent olive oil industry, we don’t have the same reverence for the harvest (or the festivals!) that they enjoy in Europe—let’s change that!

‘CELEBRATE THE HARVEST’ WEEKEND AT WE OLIVE

WHAT: COMPLIMENTARY OLIO NUOVO TASTING ; FREE OLIVE OIL POUR SPOUT (WITH PURCHASE OF OLIO NUOVO)

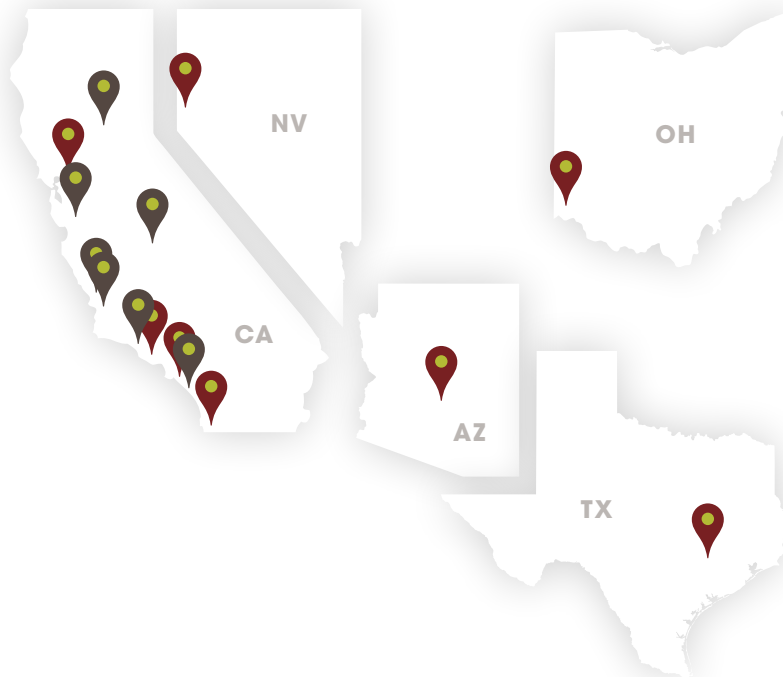
DATE: NOVEMBER 19-20

LOCATION: A WE OLIVE STORE NEAR YOU

ADMISSION: FREE ; JUST SAY

CODEWORDS: TASTE FRESH

Join us as we celebrate the harvest tradition of Olio Nuovo! We’ll offer complimentary food samples and recipes that feature this season’s new oil—the freshest olive oil you’ll ever taste. Come experience the difference!



FIND MY STORE

SHARE

805.238.2900

WWW.WEOLIVE.COM

INFO@WEOLIVE.COM



We
olive