



Special FAQ – Answered
for SpaWeek Attendees

NewYorkCityOliveOilCoop.com

Understanding How Olio Nuovo Estate Grown Private Reserve Organic Extra-Virgin Olive Oil Is Milled, Allows Us To Make Our Olive Oil Taste Even Better

Simply stated, *Estate Grown* is the European concept of designating a specific single or a combination of choice olive fruits as showing the highest potential for greatness. Factors that determine this distinction are the superior balance of well-drained soils; preponderance of this soil; the micro-weather of that special location, such as angle of light to the sun; and the level of exposure to warm temperatures and cooling moisture from coastal fog or mist.

Understanding and practicing *Organic* farming (where no pesticides are used) as the harvest season begins (sometimes as early as the end of September), means finding the right laborers to hand pick the olives. In our case, only family and relatives do this very labor-intensive job to ensure quality control. The rich green olives are selected and inserted into breathable crates and sent to the Frantoio (mill) within 24 hours of picking. The mill must be thoroughly cleaned and completely disinfected to avoid any cross-contamination. To produce a high-quality low acid content olive oil, the less heat that introduced into the process the better (hence the phrase *Cold Pressed* that you see on labels). In addition, *First Pressing* means Olio Nuovo, the New Oil from the season's first harvest. Low acidity (< 1%) qualifies an Oil to be labeled *Extra Virgin Olive Oil*.

The *Estate Grown* concept is the approach that my relatives (the Frisinas, who purchased the land, and the Pellegrinos who expanded the orchards) adopted when selecting the land that produces our olive oil.

They found that the mountains, ridges, hillsides and benchlands along Calabria's cool coastal region of the Aspromonte mountain range meets the plain of Gioia possess the ideal terra to deliver world-class olives with rich, intense and complex flavors.

This fertile land was purchased with the savings of my great-grandfather Giuseppe Frisina (on my mom's side of the family) in 1905 after returning to Calabria as a bird of passage (having immigrated to the U.S. in 1897) after helping to build the New York City Subway system.

Today, the Pellegrino Family olive orchard has over 20,000 olive trees, of which 3,000 are specially harvested by hand to make our celebrated Olio Nuovo Estate Grown Private Reserve Organic Extra-Virgin Olive Oil. In other words, the ultimate *Estate Grown* olive oil is brought to you by NewYorkCityOliveOilCoop.com because we believe that if you're a connoisseur or an aspiring connoisseur, you can taste the difference.

This *Private Reserve* and limited quantity extra-virgin olive oil is only sold direct by Giuseppe Frisina's great-grandson (award-winning musician, composer, producer and Manhattan resident, michéal CASTALDO) to olive oil connoisseurs in the New York City area and beyond under the brand name NewYorkCityOliveOilCoop.com

Now, we hope you understand why we branded our olive oil under this name. It began with one olive dream starting and ending in New York City, passed down from great-grandfather to great-grandson, and the journey in between. It's our understanding that many of you enjoyed the taste of our olive oil but weren't sure why. We hope we've helped you with the facts.

Here's to your Heath – Alla Tua Salute!

For expert media interviews, to plan an olive oil tasting event or to purchase a bottle of our oil, contact:
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