



NewYorkCityOliveOilCoop.com

Planning an Event? Consider Hosting an Olive Oil Tasting!

The Allure & Mystique of EVOO

micheal CASTALDO, olive oil connoisseur and founder of the NewYorkCityOliveOilCoop.com provides an exciting EVOO tasting and describes the incredible health benefits of using his Private Reserve - Estate Quality - Organic Olive Oil imported from Calabria, Italy.

Join **micheal CASTALDO**, Italian Cultural Entrepreneur/Olive Oil Connoisseur/Founder NewYorkCityOliveOilCoop.com, for a Olive Oil journey through the beautiful and rugged landscapes of Southern Italy. As **micheal CASTALDO** guides you through the southern region of Calabria, you will enjoy a broad spectrum of Olive Oil styles and flavors, from ancient varieties such as Leccino, to supermarket blends. Taste Olive Oil from family-owned orchards that combine tradition and modern milling techniques to create superb Italian estate organically grown EVOO. As a native Calabrian and one of the first importers to introduce the cooperative olive oil paradigm in the United States, no one is more qualified than **micheal CASTALDO** to lead you through this exciting adventure featuring the Mystique and Allure of Olive Oil.

Founded in 1920's by Michelangelo Pellegrino & Maria Antonia Frisina (**micheal CASTALDO's** grand parents) The Pellegrino's produce Organic Olive Oils in Italy along the Tyrrhenian coast of Calabria in the foothills of Aspromonte. Proprietors of a vast amount of olive trees some from 20 to over 300 years old. Pellegrino farming methods comply with European certification bodies. Pellegrino Certified Organic Oil has a brilliant dark green hue, scent of green olive, a wonderful buttery texture and subtle peppery finish. Through traditional farming methods the Pellegrino's maintain a special relationship with: Mother Earth and her resources.

In 2004, the US-Food and Drug Administration announced the incredible health benefits of using quality extra virgin olive oil (EVOO) in ones daily diet. (A fact known by many Mediterranean's for thousands of years). Shortly thereafter, the first ever Olive Oil Cooperative was founded in New York City by artist-entrepreneur **micheal CASTALDO**. A niche was created for an ever growing number of EVOO connoisseurs' desire to have a high quality, first pressing, fresh, pure and unblended olive oil at an affordable price. Thus the void was fulfilled with the bulk importation of his relatives' estate grown organic quality gourmet EVOO direct from *Southern Italy. The regions of Calabria and Puglia in southern Italy produce more than 50% of the Olive Oil in Italy

The EVOO bottles available at the tastings are packaged very simply because the value is 'what's inside the bottle'. The EVOO is not sold in stores and directly available through the coop or at cultural events in the New York tri-state area. NewYorkCityOliveOilCoop.com imports once per year. Harvested in late October it arrives into the USA by mid December. Supply is limited and normally sells out before the next harvest.

To review some recent press on NewYorkCityOliveOilCoop.com

Please visit *The Nibble.com* <http://www.thenibble.com/reviews/main/oils/pellegrino-olive-oil.asp>

Please visit *The Daily Green.com* <http://www.thedailygreen.com/green-diet-olive-oil-44013108>

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