



Welcome back, dear olive oil loving friends!

We are celebrating the harvesting season with a **revamped look** that matches the national colors, to mark 2011's big event – **Italy's 150th anniversary**. Times are uncertain all over and our poor, battered Boot, alas, is no exception. But we'll rise to the occasion, as Italians have always done in the past, and bounce back with all our hallmark ingenuity, brilliance and flair. Talking of which, **magic is in the air**. Quite right, it's that time of the year again – **the new Pomarine Cold Pressed Extra Virgin Olive Oil is coming!** Most of us are being forced to cut

back our budgets to some extent, or at least reconsider our spending habits. Whatever you do, please **keep choosing olive oil**, as it's key to a **longer, healthier life**. It's the one investment that will always pay! So get your yearly supply now, before it runs out! **Click to order now** ▶▶



Ordering time! // As our long-time friends know, if you want to get hold of the new oil you have to be quick and pre-order it now, or risk going without until next year, as our production is tiny. **Read more** ▶▶



Healthy living // The latest trends, tips, gossip and news about the most precious gift Nature ever gave mankind, with all her love. **Read more** ▶▶



Focus on Balsamic Vinegar // If you thought balsamic vinegar just a sweet blob that pleasantly blends with next to any food, think again – it is, or should be, much more. **Read more** ▶▶



Pomarine's olive grove diary // It's been a while since our last Newsletter. We missed you! And just in case you missed us too, here's a brief summary of the past year on the Pomarine estate. **Read more** ▶▶



Grandma Lia's olive oil recipes // Counter the winter blues with our rustic yet stylish recipes for rich, olive-oil enhanced meats. **Read more** ▶▶

Want to watch our olives grow? Look us up on Google Earth!
Search for "Pomarine" - coordinates are N 43° 27.226', E 11° 20.658'

We'd love to hear from you! Here's our email address oliveoil@chiantionline.com

If you want to unsubscribe please click [here](#)

If you want to order Pomarine's products please click [here](#)

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Ordering time!

As our long-time friends know, if you want to get hold of the new oil you have to be quick and pre-order it now, or risk going without until next year, as our production is tiny. So plan ahead, think Christmas and year-round present giving – a little pampering will do wonders to lighten the somber mood of the times! Just don't miss the deadline...



The byword of late is downgrade and downsize. The coolest exercise, it seems, is making do with the barest essentials, which actually sounds rather wise considering the challenging times we are all wading through.

There are indeed many luxuries, extravagances and trivia that can be weeded out without regret. Things come and go. Whatever you do, though, **please don't give up olive oil!**

Of course extra virgin olive oil is expensive - if it's first rate, it should be. As we've said countless times before, **top quality extra virgin olive oil is worth its weight in gold** because in it are preserved all the precious vitamins and chemical compounds that help us live longer and healthier.

The benefits tend to get lost the more you handle the olives and the oil itself, as big brands do who bulk buy olives around the world and process them industrially to cater for the supermarket chains. The price may be significantly lower, but since the best bits are gone anyway, the economy conscious might actually be better off buying any cheaper vegetable cooking oil with a similar composition in terms of acid fats (i.e. Canola or peanut).

Top quality cold pressed extra virgin olive oil, as our long-time friends know very well, is **much more than salad dressing**. It's a feast for the taste-bulbs, of course, just like fine vintage wine. It's never the same two seasons running, and will actually change its character from zesty to mellow

as it ages, because it's **100% natural** – no added chemicals to mar the purity of what comes out of hand-picked olives crushed in a stone mill.

Since we take pride in personally taking care of the whole process, we can guarantee that our PORNANINO olive oil is just as pure and loaded with flavor, vitamins and healthy compounds as Nature herself intended it to be. It is expensive, granted, but it's worth every single cent many times over. **Eat well, live longer** – it's as simple as that.

The downside of doing it all by hand the traditional way is that **production is limited**. As we operate on the basis of first come, first served, **please don't forget to send your order now!** We would hate having to disappoint one of our olive oil-loving friends.

We generally **ship the new oil by the first week of December**, so if you want to give your nearest and dearest a **Christmas present** that's sure to be appreciated you can safely do so – get them a bottle of our super healthy and tasty PORNANINO nectar!

You might also consider stocking up on our range of **exclusive flavored oils** (all lovingly produced on the PORNANINO estate), our branded Modena DPO **balsamic vinegar** and our best-selling PORNANINO olive oil-based **handmade soap**, the mildest you've ever tried. Pamper yourself or put aside for gifts, the whole range is a surefire hit!

The care we put in everything we produce is our way of saying thank you to all the returning friends who keep trusting us year after year. Your trust is our pride. We'll be thinking of you while making the new oil! ♦

Click to order now ►►

Healthy living

Still wondering whether you should invest in olive oil? We most emphatically think you should, but might admittedly be a bit biased. Here are a few independent opinions to sway you in the right direction...



Olive oil could reduce your risk of stroke

www.cnn.com , June 16th, 2011

A diet high in olive oil may help protect older people against strokes, which are the third leading cause of death in the United States after heart disease and cancer. The findings are in a study published in the journal *Neurology*. A stroke occurs when an artery within the brain, or leading to the brain, becomes blocked by a clot or bursts. The brain becomes deprived of blood and oxygen carried in the arteries and begins to die. Strokes become more common as we age – stroke risk doubles for each decade of life after age 55, according to the American Heart Association.

Mediterranean diet 'cuts cancer'

www.bbc.co.uk, 2 July 2008

Adopting just a couple of elements of the Mediterranean diet could cut the risk of cancer by 12%, say scientists. A study of 26,000 Greek people found just using more olive oil alone cut the risk by 9%. The diet, reports the *British Journal of Cancer*, also includes higher amounts of fruits, vegetables, cereals, and less red meat.

Med diet 'reduces dementia risk'

www.bbc.co.uk, 17 April 2006

Eating a "Mediterranean-style" healthy diet significantly reduces the risk of developing Alzheimer's disease, a study has suggested.

US researchers looked at the diet and health of 2,200 people over four years. The more people kept to a Mediterranean diet, the less likely they were to develop Alzheimer's, according to the *Annals of Neurology* study. Alzheimer's experts said the research added to evidence that a healthy diet could have a protective effect.

Why is olive oil so popular?

www.bbc.co.uk, 13 January 2006

Sales of olive oil have gone up 39% in the last five years and for the first time outstrip all other oils. Why?

The Mediterranean diet has long been hailed as cutting the risk of a heart attack, with olive oil hailed as the key ingredient. Scientists believe they have pinpointed the micronutrients in the oil that make it a good heart protector and say introducing it to a diet can have a significant impact.

Olive oil's heart effect located

www.bbc.co.uk, 27 November 2005

Scientists say they have pinpointed the micronutrients in olive oil that make it a good heart protector.

Mediterranean diets have long been hailed as cutting heart attack risk. A team of Spanish researchers believes this is partly down to compounds called phenols that have anti-inflammatory, antioxidant and clot-preventing powers. Virgin or extra virgin olive oils are best because they have the highest phenol content, the *Journal of the American College of Cardiology* reports.

Is your diet good for your skin?

www.Health.com, January 4, 2011

Sure, your diet keeps your body slim and healthy, but its impact doesn't stop there. The food you eat -- from wrinkle-fighting antioxidants in fruits and vegetables to hydrating healthy fats in fish -- may matter to your skin almost as much as it does to your waistline.

Mediterranean - Fish, leafy greens, olive oil, and fruit are the stars of this heart-healthy, waist-whittling diet. But the benefits don't end there -- eating Mediterranean may also protect against melanoma, the deadliest form of skin cancer, a recent Italian study suggests. ... antioxidants in leafy greens and olive oil may protect against ultraviolet light and other environmental assaults that can break down collagen and elastin, the structural supports that keep skin plump and smooth. Result: less sagging and fewer wrinkles later. Olive oil, tomatoes, and red wine also have antioxidants that help block the chemical reactions that lead to sun damage, explains Leslie Baumann, M.D., chief executive officer of the Baumann Cosmetic and Research Institute in Miami Beach, Florida.

10 foods to help boost your brain power

www.CookingLight.com, September 8, 2010

Just like the right diet can prevent heart disease, high blood pressure, or cancer, health experts are finding that certain foods may boost your mind. Although there is no current treatment proven to cure Alzheimer's disease or dementia, there are foods that play a positive role in overall mind health.

Extra virgin olive oil - You may not have heard of them before but ADDLs (or amyloid B-derived diffusible ligands) are Alzheimer's-inducing proteins that are toxic to the brain. In the initial stages of the disease they attach to brain cells rendering them unable to communicate with one another and eventually leading to memory loss. Extra virgin olive oil may be a potent foe against ADDLs according to research conducted at the Monell Chemical Senses Center in Philadelphia, PA last year. It's rich in oleocanthal, a compound that disables dangerous ADDLs. ◆

Focus on Balsamic Vinegar!

So you thought balsamic vinegar just a sweet blob that pleasantly blends with next to any food? Think again – it is, or should be, much more. And just as you would never use any so-called olive oil, you should steer clear of balsamic imitations.



The balsamic vinegar craze that has been sweeping the world over the past decade has turned it into a pretty profitable business for peddlers of cheap sweetish liquids dyed brown with caramel coloring. Italian officials reckon that every year, in the US alone, sales of improperly labeled (i.e. fake) balsamic vinegar from Modena are worth 10 million Euros.

Yet authentic balsamic vinegar is just as rare and precious as vintage wine or top quality olive oil. And it's been around for quite a long time, although production has always been restricted to a small area in the Northern Italian regions of Lombardy and Emilia, most specifically around Modena and Reggio Emilia.

The name itself, *balsamic*, implies that it's not just any old wine vinegar. According to a 19th century scholar, a good balsamic vinegar should be aged for at least 50 to 80 years; excellence is achieved in 100 to 150 years, but it takes all of 200 for it to become outstanding.

Without going quite that far, time is of the essence in the making of balsamic vinegar. And here's how it works.

The liquid that comes out when grapes are pressed is called must and that's what is used to make balsamic vinegar. After simmering it gently to reduce water content by half, thus boosting sugar concentration, the must is left to rest. Fermentation takes place during the cold winter months.

Come spring, milder temperatures turn alcohol into acetic acid and the long maturing process begins. Initially stored in big wooden barrels called "mothers" or "Abesses", under the PDO protocols of Modena Traditional Balsamic Vinegar it will have to age for either 12 or 25 years before going to market.

Don't think that all you have to do at this stage is wait. As it ages and gets more concentrated because of evaporation, the balsamic vinegar is moved to ever smaller barrels. The smaller the casket, the older the vinegar, and the more concentrated and subtle the flavors: authentic balsamic vinegar is a symphony of mellow undertones skillfully orchestrated by the *Maestro d'acetaia*, the cellar master.

Since demand was brisk among our oil loving friends, last year we added Balsamic vinegar to our range of products – with flattering success!

Of course we are not making it ourselves. The makers we selected have been in the business for three generations, and are just as keen on tradition and quality as we are. They grow their own grapes organically and have extensive cellars (2,000 barrels!) where certified DPO Traditional Modena Balsamic Vinegar is aged for either 12 or 25 years. We have opted for the 12 years, which is excellent and rather better value than the incomparable, but pricier, *extravecchio* (extra aged).

Our balsamic vinegar comes in 100ml bottles under our own PORNANINO label, as a guarantee to our friends. If you get it shipped together with a 12-bottle case of our olive oil you'll get a special price! ♦

For ordering details and prices please [click here](#) ►►

Pornanino's olive grove diary

It's been a while since our last Newsletter. We missed you! And just in case you missed us too, here's a brief summary of the past year on the Pornanino estate



It's been quite a long time since our last Newsletter. We could blame it on country life, whose slow

rythms are more in tune with the seasons rather than the conventional calendar, let alone the hectic tempo of city life.

But that would be only half the truth. Although time does flow differently over here, running an olive grove requires just as much rigor and dedication as any other business. Living in Pornanino is not about losing oneself in contemplation of nature's wonders!

It's been a tough year, despite Mother Nature's cooperation. Weather-wise we can't complain. After a rainy spring came a hot summer and an endlessly warm Autumn, with no rain in either August or September. It was just perfect for olive growing, and the mild, dry spell is forecast to go on well into October – possibly even as far out as November. Harvesting could come at least one week earlier.

The real challenge this year has been coping with the political upheavals and attendant economic woes Italy is undergoing, all stemming from what is perceived as a weak and ineffectual government that has consistently failed to address the country's problems (though apparently never lacking the time to party).

Prices in Italy have been steadily rising over the past couple of years. Fuel reached record highs (Diesel is now EUR 1.50 per liter, i.e. about USD

8 per gallon), taxation has been raised and value-added tax was recently notched up one point to 21%. Tougher measures are likely to become necessary over the coming months, as the crisis deepens and bites harder on both sides of the Atlantic.

We do understand that this is a challenging time all over, and have done our utmost best to contain costs in order not to pass on the price rises to our olive oil-loving friends. Our prices have been unchanged for the past several years.

Making olive oil by hand the traditional way, as we do, is extremely labor-intensive and therefore expensive. Yet slashing costs would affect the quality of our olive oil, which is something we are, quite simply, not prepared to do.

We axed the non-essentials, and the Newsletter was one of the casualties – get ready for its comeback as soon as conditions allow it!

But life goes on despite the uncertain times we are facing. As our wise grandparents used to say, as long as we have health and the love of our dear ones and friends, we can weather any storm.

You might say we are unfairly privileged, since we get unlimited access to olive oil - the real thing, that is, not the supermarket look-alike. Therefore health is guaranteed, not to mention the devotion of a host of discriminating friends.

Quite true. But as one of the discriminating friends yourself, you can get your share of our golden privilege! Just don't forget to order now. And get ready to celebrate the breaking of the storm with a glorious Pornanino nectar-drenched bruschetta! ♦

Click to order now ►►

Grandma Lia's olive oil recipes

Wish you were here to celebrate the harvest season with us in our Chianti paradise! If you can't make it on time, though, don't despair. Just don your apron, dive into the kitchen and cook the perfect Tuscan feast for your friends and family. For starters, thank heaven for the good things in life with a glass of Chianti wine and lots of crisp bruschettas drizzled with the zesty, feisty, freshly pressed 2011 Pornanino extra virgin olive oil!

Pici con le briciole/Home-made pasta with breadcrumbs (Serves 4)

3 cups all purpose flour	2 garlic cloves
1 cup water approx.	hot chilli pepper (optional)
3 tablespoons extra virgin olive oil	freshly ground pepper
1 egg	extra virgin olive oil
1/2 cup dried, coarse breadcrumbs	grated Pecorino or Parmesan cheese

Make the pici: on a clean surface combine the flour, extra virgin olive oil, 1 teaspoon of salt and the egg with as much water as it takes for a smooth, firm dough. Work until it feels elastic and let rest covered for 20 minutes. Roll out on a floured surface until about 1/4 inch thick, cut into 1/2 inch wide ribbons and rub each one between your hands until it resembles a long, rolled-up spaghetti strand. Heat plenty of lightly salted water; when it comes to the boil tip in the pici and cook for 8 to 10 minutes. Meanwhile heat 4 tablespoons of extra virgin olive oil in a frying pan together with the garlic cloves and a little chilli pepper (optional). Coarsely grate a few slices of stale bread and fry it in the oil, stirring all the time, until it's crisp and well browned (mind it doesn't burn, though!). Drain the pici as soon as cooked, transfer to the frying pan and toss for a minute or two, adding a little extra olive oil to season and some freshly ground pepper. Dust with freshly grated Pecorino or Parmesan cheese and serve. ♦

Castagnaccio/Chestnut cake (Makes a 10 in round tin)

11 oz chestnut flour	2 cups water
2 oz sugar	1/4 cup raisins
a pinch of salt	1/4 cup pine nuts
2 tablespoons extra virgin olive oil	1 sprig of rosemary

Set the oven to moderate, about 350° F. Put the chestnut flour, sugar and a pinch of salt in a bowl and gradually add the water and extra virgin olive oil, stirring all the time. You should get a thinnish, smooth batter. If it looks too thick add a little water. Dust the raisins with flour and incorporate into the mix. Lightly grease a baking tin with extra virgin olive oil, pour in the chestnut mix and scatter on top of it the pine nuts and rosemary needles. Drizzle with a little extra virgin olive oil and bake for about 30 minutes. Serve cold, accompanied by whipped cream. ♦



Tell us if you like our recipes! Is there a recipe you'd like Grandma Lia to work out for you? [Let us know](#)