

Introducing Costa dei Rosmarini
fine extra virgin olive oil
"Santa Chiara"

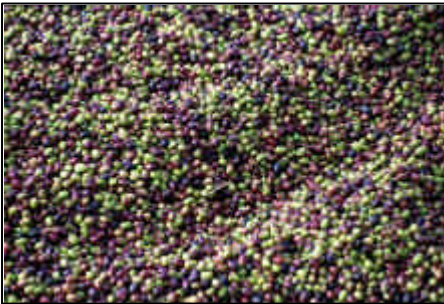
COSTA DEI ROSMARINI
extra virgin olive oil



scent of Italy

SANTA CHIARA
RAPINA DELICATA
DELICATE PARTS
COSTA DEI
ROSMARINI
100% OLIO D'OLIVA EXTRA VERGINE
100% OLIO D'OLIVA EXTRA VERGINE

What's the difference between an extra virgin and other oils



A good extra virgin is made with olives picked up directly from the tree between November and January. The best moment is when the olives start changing colour from green to black (all the olives are green and later become black). The olives need to be pressed within 48 hours.

If an oil is made in this way and shows no tasting imperfections can be called an Extra Virgin Olive Oil. If it shows some defects it can be labelled Virgin Olive Oil.

After the olives are pressed, the waste pulp, named Sansa, is normally sold as a fertilizer. The Sansa can be further treated with solvents and high temperature to obtain further oil. This is a very low quality oil and is named Olive Residue Oil or Pomace Oil.

Very often farmers pick the olives from the ground rather than from the tree (it's less expensive). Those olives are rotten and, when pressed, they produce an oil that is not edible named "Lampante". This oil needs to be sterilized with hot water in order to obtain a Refined Oil, an oil that can be edible but has no taste. A mixture of 99% of refined oil and 1% of virgin oil can be sold under the name of Olive Oil.

The lie of many Italian brands

An Extra Virgin Olive Oil should match some minimum chemical requirements and be able to pass the exam of a team of professional tasters (Panel Test) with no relevant defects. A Panel Test can find defects that are invisible to a chemical analysis but unfortunately it is seldom performed and many Extra Virgin Oils in commerce would not pass it.

The problem with many Italian extra virgin olive oils is that even if they match those requirements in Italy they do not need to do so when sold in the US. Many brands produce two lines: one for Europe and another one for the US and other countries.

Another problem is that 90% of Italian brands normally bottle cheap oils from other countries, mainly Spain.

Spanish Oil is produced in an intensive way using the more productive olives picked very late (when close to be rotten) in order to obtain the maximum quantity of oil. The quality is often very poor but the price very competitive.

Almost all of the famous Italian brands available in the large retail trade bottle olive oil coming from Spain. In Italy they are compelled to write this on the label but nothing is required for the US market. The strength of the Spanish suppliers is so big that they recently bought several Italian brands.

A serious lack of the US legislation in olive oils is that it doesn't require an expiry date. Many bottles on the shelves don't even show a lot number. This is so unfair as the oil DOES expiry. In Europe the date is printed at 18 months after the bottling date. As time goes by perfumes vanish and if you open a bottle after 3 years it will likely be rancid. The law in Europe also asks to have a lot number so that, in case of any problem, a specific lot can be recalled from the market.

The New York Times
May 7, 2004

[...] In truth, Italy does not grow enough olives to meet even its own demand, let alone foreigners'. Spain, not Italy, actually has the world's largest olive harvest. As a result, Italy is one of the world's leading importers of olive oil, part consumed, the rest re-exported with newly assumed Italian cachet.

[...] as little as 20 percent of the oil in Berio might come from Italian olives. Berio's main rival, Bertolli, which also has roots in the Lucca region, uses foreign oils, too.

[...] Asked about the legality of using foreign oils and describing the product from Italy, Mr. Fugaro replied, 'It is not fraud, but it is cheating.'

www.teatronaturale.it/allegati/NYT.mht

The Story of Rosmarino Farm



Liguria is an astonishing Italian Region where mountains touch the sea, little fisherman villages keep their ancient beauty and olive trees grow in stone made terraces. Rosmarino Farm is an old house dominating the Tigullio Gulf right in front of the famous Portofino village.

Luisa and Gian Marco Petrelli, many years ago, discovered a charming but abandoned house made of stones and surrounded by secular plants of olive trees. They started renovating the house with love, preserving the ancient taste of Liguria. Rosmarino Farm has been published as an example of the traditional Ligurian style and decoration.

Luisa, a Gourmet Lover and senior member of the Italian Academy of Cuisine, started in 1995 a limited production of high quality extra virgin olive oil for top cuisine and gourmets. The first customer was Hotel Cipriani in Venice. Since then other prestigious hotels and famous chefs decided to buy her oil.

Today, taking advantage of professional oil tasters, Rosmarino Farm integrates its production buying olives from other Farms. Our extra virgin, with the brand "Costa dei Rosmarini", is bottled in Imperia in small quantities at a time and its superior quality is constantly controlled by professional tasters.



What's the difference between Santa Chiara and other extra virgin olive oils

Santa Chiara extra virgin can boast some Unique Selling Points:

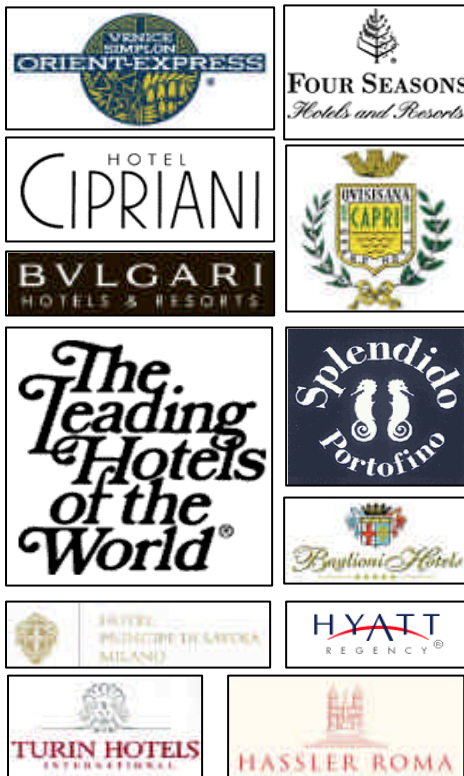
- 1) It is delicate with no bitterness because made with Taggiasca olives from Liguria. This is quite unique since bitterness is normal in extra virgin olive oils. Thanks to its delicacy this oil can also be appreciated by consumers that are not used to olive oil. Santa Chiara is light and fruity with a slight peppery aftertaste and is perfect as a finishing oil.
- 2) The quality of our extra virgin is testified by the several renowned chefs in Italy that use it everyday. Many of them have been awarded by the famous Michelin Guide.
- 3) Santa Chiara has been awarded in international competitions such as the "L.A. County Fair" and the "Salon Saveurs" in Paris.
- 4) We commit to outstanding chemical values. Santa Chiara is one of the few brands that commits to quantitative values by printing them on the label. In particular we grant:

What are the peroxides?

Peroxides, in olive oil, indicate the level of oxidation. Peroxides increase with time even if a bottle is closed. The higher the peroxides the poorer the quality of the oil.

- below 5 : refined oil
- between 5 and 10: outstanding oil
- between 10 and 15: good oil
- between 15 and 20: poor oil
- above 20: rancid oil

	our commitment	limits for extra virgin
acidity	max 0,3%	max 0,8%
peroxides	max 10	max 20
oleic acid	min 68	not mentioned
waxes	max 180	not mentioned
K270nm	max 0,12	max 0,20
K232nm	max 2,15	max 2,5
delta K	max 0,005	max 0,01



5) We have just one line that we sell in Italy and in the US. Our labels show information in different languages so we can sell the same bottle in every market. This grants the bottles we sell in the US to comply with European legislation. This is stricter than the one in the US.

6) By printing the word "Italian" and "Product of Italy" we commit to comply with European law asking 100% of our olives are from Italy. In particular most of the olives we use are from the region named Liguria.

7) We print the harvest year on the labels even if it's not required by the law. This could seem not important but you need to know that the law requires to print a 18 month expiry date starting from bottling date no matter when produced. In order to lower their costs some producers bottle old oil. By printing the harvest year we grant our oil to be absolutely fresh.

8) We print on the labels a graphic tasting profile showing how fruity, bitter and spicy our oil is. This helps the final user understand what kind of oil he is buying.

9) Our refined packaging and quality are helping Santa Chiara to become the #1 Extra Virgin in Italian Luxury Hotels.



The best way to use Santa Chiara

Good Chefs use different oils depending on the dish they are dressing. The choice of the right extra virgin depends on the preparation you would like to dress. This is what the great Chefs do.

Some extra virgin oils, like those from Tuscany, are very strong some others, like those from Puglia, are very bitter. Ligurian oils are mild and delicate.

Santa Chiara is one of the best delicate oils and is perfect when used for finishing salads, fish, grilled meat, pasta sauces and mayonnaise.

Delicate oils can also be used for short cooking but in case of long cooking time a strongest oil would be better. All the oils lose some of their perfumes with cooking and long preparations might extinguish an oil like Santa Chiara.



Santa Chiara Technical Details

Description: Superior category extra virgin olive oil obtained directly from olives and solely by mechanical means. Cold extracted from 100% Italian olives.

Available sizes: 250ml, 500ml, 750ml, 5000ml

Shelf life: 18 months from bottling date

Storage: Suggested Temperature between 18 and 22 °C. Must be kept in a dry place away from heat and light. Once opened it needs no refrigeration but must be well closed to prevent contact with air.



Harvest: We always grant to use only olives from the latests available harvest. The harvest year is printed on labels even if not requested by the law

Olives: Taggiasca, Nocellara del Belice, Biancolilla, Oliarola, Coratina.

Taste: No Bitterness, Delicate fruit fragrance, Clear taste of sweet and almond, Slight peppery aftertaste, Note of artichoke on the finish, Perfect overall harmony

Acidity: Max 0.3% (vs a law limit of 0.8%)

Peroxides: Max 10 mEqO2/Kg (vs a law limit of 20)

Best use: Can be used for cooking but its delicate fruit fragrances and aroma can be better

appreciated when it is consumed raw on salads, fish, grilled meat, carpaccio, pasta sauces and mayonnaise.

Distribution: Top Hotels, Restaurants and Gourmet Shops. Not available in the normal large retail trade.

Item	Units per box	PLASTIC PALLET 100x120 cm					
		Boxes in a pallet	Units	m3	height cm	Kg.	
Santa Chiara 250ml	12	168 (7 layers x 24 boxes)	2016	2,27	197	1.057	
Santa Chiara 500ml	12	112 (7 layers x 16 boxes)	1344	2,41	211	1.141	
Santa Chiara 750ml	6	132 (6 layers x 22 boxes)	792	2,23	207	1.031	
Santa Chiara 5000ml	2	150 (5 layers x 30 boxes)	300	2,12	180	1.515	

Item	Units per box	EUROPALLET (WOOD) 80x120 cm					
		Boxes in a pallet	Units	m3	height cm	Kg.	
Santa Chiara 250ml	12	133 (7 layers x 19 boxes)	1596	1,83	197	840	
Santa Chiara 500ml	12	84 (7 layers x 12 boxes)	1008	1,84	211	859	
Santa Chiara 750ml	6	108 (6 layers x 18 boxes)	648	1,85	207	847	
Santa Chiara 5000ml	2	115 (5 layers x 23 boxes)	230	1,66	180	1.165	