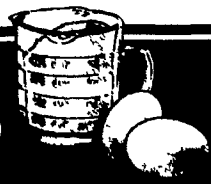




# Home on the Range



## Olive Oil Adds Tradition And Flavor To Your Table

*Like a fine wine, olive oil enhances warm-weather fare with bouquet, taste and heritage*  
**Heritage of Olive Oil**

In the past decade, we have learned more about the flavor, the added health benefits and the overall wonders of olive oil. No longer is olive oil only associated with Italian cuisine. It has become a staple in many American kitchens and restaurants—whether used in cooking, as a light oil for salads and vegetables or a richly flavored alternative to butter for bread. While we have come to appreciate the flavor and health benefits, many of us don't realize the rich tradition behind each bottle of Italian olive oil.

Each olive oil is a unique product of the right mixture of olive varieties and age, as well as the climate and mixture of soil where the olives are grown. It starts with the soil—the well-drained rocky soil of the Mediterranean hills and plateaus is the finest olive-producing region on earth. The sun-drenched days coupled with temperate nights cooled by Mediterranean breezes help produce the finest olives in the world.

Olives are harvested from mid-November to early March, six to eight months after the olive trees' blossoms first appear. The transformation from olive to oil is an art form—one that has been passed down from generation to generation in many of Italy's oldest families. For thousands of years, the olives were crushed with stones. And today, every step of the process, including the mechanical crushing of the olives, still maintains a wealth of family tradition.

Much of this tradition lies in discerning the quality of the oil produced from the crushing. First, the olive oil must be tasted by a panel of olive oil masters who judge the oil for flavor, aroma and appearance. The olive master's job is highly specialized and requires years of apprenticeship in the age-old art and tradition of Italian olive oil making. Even families such as the Fontana family, producers of one of the region's oldest olive oils, Filippo Berio Olive Oil, have only one or two olive oil masters from each generation and perhaps five olive oil masters in the company at any given time.

Through a stringent rating system, the olive oil must meet exacting standards. Laboratory testing is conducted to confirm its purity and to assess levels of oxidation and acidity, both of which influence the quality of the oil. Using an innate sense that has become second nature, the Italian olive oil master can quickly tell if an olive oil shows enough promise to be suitable for bottling.

Through careful selection, the olive oil master can combine olive oils from Italy and other Mediterranean countries to produce a superb olive oil that is uniquely Italian in flavor and tradition. Following are several varieties of Italian olive oils.

- **Extra Virgin**—produced by cold pressing, it is the most flavorful of olive oils. It is full, rich and fruity with peppery notes. With fine flavor and pleasant aroma, it comes from the first pressing of the olive.
- **Olive Oil**—or Pure Olive Oil, as it is known in the United States, offers a blend of refined olive oil and Virgin or Extra Virgin olive oil. It has a mellow flavor.
- **Extra Light Tasting**—has a slightly sweet and delicate flavor.
- **Organic**—made from olives grown within organic farming standards, it has a fine fruity flavor.
- **Low Acidity**—made with Extra Virgin olive oil that has less than half the maximum acidity of regular Extra Virgin olive oil. It has a very smooth, fruity flavor.

Following are some ideas and recipes that will help bring the rich tradition of olive oil into your home this season.

### Discover More Ways To Enhance Your Family's Healthy Eating With Great Flavor

Write or call for a free copy of **101 Ways to Use Filippo Berio Olive Oil**. It contains easy to use health tips and lots of suggestions for adding olive oil to your family's diet every day. With everything from breakfast ideas, appetizers, sauces, and main courses to beauty and household tips, this brochure has something for everyone. For a free copy, write to: 101 Ways to Use Filippo Berio Olive Oil, 255 Route 17 South, Hackensack, NJ 07601.

#### Quick Alternatives Using Olive Oil

- Season vegetables with extra virgin olive oil, lemon juice and herbs—a great way to reduce salt while enhancing the flavor.
- When a recipe calls for melted butter, margarine or for any other oil, substitute the same amount of olive oil.
- Next time you're bringing a house-gift, take a bottle of extra virgin olive oil, Special Selection or Organic, instead of a bottle of wine. No designated driver will be needed!

#### Healthy-Heart Alternatives

- 98 million Americans—half the population—have high cholesterol.
- Olive oil has no cholesterol and no salt—and actually lowers cholesterol.
- Although olive oil has the same number of calories as other oils, it is low in polyunsaturated and saturated fat, but high in monounsaturated fat. Monounsaturated fat is the "good" fat that lowers the harmful cholesterol (Low density lipoproteins or LDLs) while maintaining the helpful cholesterol (High density lipoproteins or HDLs)—in turn, lowering total cholesterol levels.



#### Skillet Shrimp with Rotini

Warm-weather favorites tossed into one dish—this recipe combines the flavors and colors that will make it one of the season's favorites for the entire family.

- 3 tablespoons olive oil (pure or extra light tasting)
- 1 medium onion, chopped
- 2 cloves garlic, minced
- 2 cups uncooked rotini (or other curly pasta)
- 3 cups chicken broth
- 1 cup asparagus tips (or broccoli florets)
- 3/4 pound raw medium shrimp, shelled and deveined
- 3/4 cup halved cherry tomatoes
- 1/4 cup pitted ripe olives
- 1 teaspoon dried oregano leaves
- 1 teaspoon dried basil leaves
- Salt and freshly ground black pepper

In a large skillet, heat olive oil over medium heat until hot. Add onion and garlic, cook and stir 4 to 6 minutes, or until onion is softened but not brown. Add pasta; stir to coat pasta with oil. Increase heat to high; pour in chicken broth. Bring to a boil.

Reduce heat to a medium-high; cook, stirring occasionally, 12 to 14 minutes or until pasta is al dente (tender but still firm).

Add asparagus. Cook, stirring frequently, 2 to 3 minutes or until asparagus is tender-crisp. Add shrimp, tomatoes, olives, oregano and basil. Cook, stirring frequently, 3 minutes or until liquid is almost absorbed and shrimp are opaque (do not overcook shrimp).

Season to taste with salt and pepper. Serves: 4 Prep time: 10 minutes Cooking time: 25 minutes Nutrient analysis per serving: 428 calories, 30.5 g protein, 42 g carbohydrates, 210 mg cholesterol, 15.5 g total fat, 2.4 g sat fat, 2.27 g poly fat, 9.4 g mono fat

#### Fresh Tomato Sauce

Fresh from your garden to the pot, this sauce is something the entire family will love for summer. The best part: it's quick and easy for even one of summer's hottest days and

will easily become a year-round favorite. Steam some garden vegetables and toss with cooked pasta for a summer primavera.

- 3 pounds ripe fresh plum tomatoes
- 1 large onion, finely chopped
- 1/4 cup extra virgin olive oil
- 1/4 teaspoon black pepper
- 1/4 teaspoon sugar
- 1 teaspoon dried oregano leaves
- 1 tablespoon dried basil leaves

Immerse tomatoes in boiling water for 1 minute. Remove from water, plunge into cold water and peel skins, using a sharp paring knife.

In a heavy, non-aluminum saucepan, sauté onion 3 to 5 minutes in olive oil until tender. Stir with a wooden spoon.

Add tomatoes, pepper, sugar, oregano and basil. Cover and simmer over low heat for 45 minutes, stirring occasionally.

If not used immediately, cool and pour into a jar and cover with 1/4 inch of extra virgin olive oil to keep flavor. Will keep in refrigerator for one week.

Yield: 4 3/4 cups tomato sauce Prep time: 15 minutes Cooking time: 50 minutes Nutrient analysis per serving: 205 calories, 3.7 g protein, 18.9 g carbohydrates, 6.5 g dietary fiber, 0 mg cholesterol, 14 g total fat, 2 g sat fat, 1.5 g poly fat, 10 g mono fat

#### Tri-color Pepper Salad

A simple salad of sautéed bell peppers is a delightful garnish for any meal or picnic. It can be eaten warm or prepared in advance and served cold. Drizzle some Extra Virgin olive oil on cold salad for an extra rich flavor.

- 1/4 cup extra light tasting olive oil
- 1 red bell pepper, cut into 2-inch julienne strips
- 1 yellow bell pepper, cut into 2-inch julienne strips
- 1 green bell pepper, cut into 2-inch julienne strips
- 2 cloves garlic (or 2 shallots or scallions), minced
- 1 teaspoon dried basil leaves

- 1 tablespoon chopped fresh parsley
- 1/4 teaspoon salt (optional)
- 1/4 teaspoon black pepper

Heat olive oil in a large skillet over medium heat. Add peppers and garlic and sauté over medium heat for 15 minutes until soft.

When peppers are soft, add basil, parsley, salt, and black pepper. Mix well and serve at room temperature or chilled.

Serves: 4 Prep time: 10 minutes Cooking time: 15 minutes

Nutrient analysis per serving: 136 calories; 7 g protein, 3.8 g carbohydrates, .8 g dietary fiber, 0 mg cholesterol, 14 g total fat, 1.9 g sat fat, 1.3 g poly fat, 10 g mono fat

#### Healthy Heart Biscuits

Just like your grandmother's—but updated for a healthier heart. Great with all of summer's favorite fruits and berries.

- 2 cups unbleached all-purpose flour
- 1 tablespoon baking powder
- 1/4 teaspoon salt
- 2 tablespoons sugar
- 1/2 cup extra light tasting olive oil
- 2/3 cup 1 percent milk

Preheat oven to 400 F. Sift flour, baking powder, salt, and sugar into a bowl.

Add olive oil and milk and stir with a wooden spoon to form a ball of soft dough.

Knead dough about ten times on a lightly floured surface. Roll out dough until 1/2-inch thick. Cut six or seven biscuits with a 3-inch cutter or glass, rerolling dough scraps again and cutting rounds until you have 8 biscuits.

Bake on ungreased baking sheet for 25 to 30 minutes until lightly browned. Cool on wire racks.

Yield: 8 biscuits Prep time: 15 minutes Baking time: 25 minutes Nutrient analysis per serving: 245 Calories; 3.7 g protein, 26 g carbohydrates; 8 g dietary fiber, 8 mg cholesterol, 14 g total fat, 2.1 g sat fat, 1.5 g poly fat, 10 g mono fat