

# FRANKIES 457 SPUNTINO EXTRA VIRGIN OLIVE OIL

## SPECIFICATIONS

SUPPLIER NAME:	Merlin Merchant Corp.
BRAND NAME:	Frankies 457 Spuntino Extra Virgin Olive Oil
DISTRIBUTED BY:	Frankies Spuntino Brooklyn, NY
ITEM:	1 liter can measures 9"H x 3 3/8"W, 10.5" diameter. <b>12 cans per case</b>
PACKAGING:	Cans are coated steel packaged in a cardboard box that measures 14"L x 9"W x 10.5"H
WEIGHT:	29 lbs
WHOLESALE COST:	\$225. per case
DOP CERTIFICATIONS:	<i>Denominazione di Origine Protetta</i> Protected Denomination of Origin in Sicily, Italy in the province of Trapani and the valley of Nocellara del Belice
ORGANIC CLASSIFICATION:	100% USDA Certified Organic
ADDITIONAL:	Kosher, Trans Fat Free
SHELF LIFE:	18 months to 1 year from the date purchased



## *Not to Be Missed*

*The Frankies Kitchen Companion & Cooking Manual is the New York Times best selling, James Beard nominated cookbook by Frank Falcinelli, Frank Castronovo & Peter Meehan (Artisan Books, 2010.) Pair it with the olive oil, and you have an instant gift for the seasoned chef or novice cook in your life. The Franks also import Sicilian Orange Blossom Honey. Inquire for details.*

**ORIGIN** 🍯

**F**rankies 457 Spuntino Extra Virgin Olive Oil is made from organically grown olives in Trapani, Sicily in the DOP certified valley of Nocellara del Belice. This area is consistently rated in the top 5 DOP's in all of Italy. DOP stands for Denominazione di Origine Protetta (Protected Denomination of Origin). Our trees are between 300 and 400 years old and each is hand-pruned and each olive handpicked. The warm Sicilian sun, the rich volcanic soil, and the steady saline breeze from the Mediterranean come together to make this extra virgin olive oil one of the best in Italy every year. Our producers own almost all of the acreage in this DOP, which gives us a veritable exclusive on the quantity of olive oil from this region.

**TASTE** 🍯

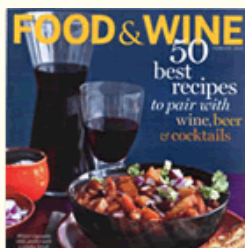
Ripe, bright and fruity with imitable grassy nuances. The flavor and acidity make *Frankies 457 Extra Virgin Olive Oil* the perfect oil for cold, warm and hot preparations. When it is served cold, the flavor is clean and crisp with a burst of pure delicious olive flavor. When used in hot preparations such as pastas, it has the perfect viscosity to emulsify and give the allusion of butter without the use of an animal fat while carrying the olive flavor clearly and brightly without fading.

**APPLICATIONS** 🍯

Extra Virgin Olive Oil is rich in antioxidants and naturally produced phenols that promote vascular health and physical well-being. It is the perfect base for salad dressings, for adding a finishing splash to a plate of good pasta, for roasting vegetables or topping crostini. Frankies Olive Oil can make the simplest dishes rich and complex.

**APPEARANCE** 🍯

The design and packaging of Frankies Olive Oil is second only to the taste. The coated-steel can is forest green with a white label and classic turn-of-the-century font. It is also worth noting that sunlight and prolonged exposure to heat will break down the quality and flavor of any olive oil. The risk of this type of damage is significantly decrease by our steel coated can.



## FOOD & WINE MAGAZINE

“Sicily is so small, but it’s food resources are so vast,” says Frank Castronovo. He and partner Frank Falcinelli visit Sicily at least once a year, where they go on a culinary spree, eating everything from fresh seafood to wild boar to bergamot oranges.”

“2 Italian Classics you Need to Try Now”, by Kate Heddings for Food & Wine Magazine

## THE MEATBALL SHOW

“Our olive oil comes from Sicily. We actually import it because we use so much of it at the restaurants. We decided that there was no way we could just buy it retail or even wholesale we had to just import our own.”

Frank Falcinelli and Frank Castronovo on The Martha Stewart Show, MSLO



## THE NEW YORK TIMES

“Frank Castronovo and Frank Falcinelli, the owners of Frankies 457 Spuntino in Carroll Gardens, Brooklyn, and Frankies Spuntino on the Lower East Side, went shopping for oil last year in Sicily. After tasting many varieties, they found a small family producer that could supply enough mellow oil from organic nocellara del Belice olives for them to sell tins of it with their own label.”

“Food Stuff: Back from Sicily, Bearing Olive Oil” By Florence Fabricant for The New York Times

## DAILY CANDY

“Our favorite olive oil for drizzling over salads or even just toasted bread is Frankies 457 Extra-Virgin Olive Oil, from Sicily, which has the green hue and ripe, grassy flavors prized in oils from that island.”

“Frankly Speaking” by Daily Candy Staff Writer



## SAVEUR

“This olive oil is no joke. The Franks, of Frankies Spuntino in Brooklyn and the Lower East Side, head to the west coast of Sicily each year to hand select the most delicious, organic, extra virgin olive oil.”

“Pantry Essentials” by Michael Kraus for Saveur Magazine

# OUR STORY

Excerpted from *The Frankies Spuntino Kitchen Companion & Cooking Manual* by Frank Falcinelli, Frank Castronovo & Peter Meehan. (Artisan Books). Copyright 2010.

**B**ack in the primordial ideas-on-napkins days of planning the Spuntino, we envisioned that one day we'd start producing and selling products like olive oil and canned tomato sauce. We didn't have a plan for how that would happen exactly, and most of those ideas are still scribbled on napkins somewhere.

But thanks to this redheaded thirty-something Sicilian, our friend Tommaso Asaro, we've been importing our own label of olive oil since 2007. Tommaso is the third generation of Asaros to run his family's olive oil business, which started out as an olive-growing operation way back in 1875.

In 1916, the Asaros opened a *frantoia* that was, as Tommaso puts it, "like a co-op but not a co-op." (*Frantoia* is the Italian word for the place where the olives are pressed.) Farmers from the surrounding area could have their olives pressed at the Asaros' and take the resulting oil home with them; those who had extra olives, or who wanted only the first pressing—the best oil, which they would serve to their family—would sell the Asaros their excess, and the Asaros turned around and started bottling and marketing it.

In the 1940s, one of Tommaso's uncles, Anthony Asaro, moved to New York to expand the market his family was reaching. He opened Asaro Brothers Company, or ABC, an old-school cheese and olive shop out in the back end of Bushwick, Brooklyn. We knew the place: it was a dead ringer for Genco Pura, Vito Corleone's olive oil shop in *The Godfather*. (It closed in 2006, shortly after we got to know Tommaso.) ABC supplied Asaro oils, mainly the Partanna brand, to other Italian stores in Queens and Brooklyn and helped the family make inroads here.

The business that Tommaso runs is less mom-and-pop than that: It is one of the biggest olive oil producers in Sicily. His family has accumulated a patchwork of properties planted with old-growth olive trees across western Sicily. (They started buying up the land in 1875 and continue to this day.) Today they hold the rights to land in which the roots of more than 30,000 trees grow.

Tommaso is working to modernize the business. In 2006, he converted all the land his family owns to USDA-approved organic cultivation, turning away from herbicides and pesticides. In 2008, he finished building a new *frantoia*, a gleaming white building on a hillside in Partanna that uses the latest technol-



ogy to make olive oil. Contrary to the warm and fuzzy image of great oil coming from olives pressed in some old-school, mule-drawn stone-wheel mill, the clean, temperature-controlled modern facilities that Tommaso's family uses make for cleaner, great-tasting oils. (Grit and grime and broiling summer temperatures are not olive oil's friends.) It's clear that the locals agree: during harvest season, wizened and sunburned old men line up their tiny tractors along the road leading to the frantoia, each toting a tower of crated olives that will be custom pressed just for them.

The first fall after we met Tommaso, we traveled to Partanna to work up a profile for our oil. The first oils we got from Tommaso were on the lighter side; we were looking for more fruit and a fuller body. The second year we switched to a blend that's mostly Nocellara del Belice olives (which give the oil greenness, a core of fruity flavor, and luxurious body); a little Biancolilla for balance and sweetness; and some Cerasuola olives, which add almond, artichoke, and floral notes. The next year we arranged that all the olives would come from the family's organic DOP olive groves, and since then our oil has been 100 percent Nocellara del Belice. (The DOP, or Denominazione di Origine Protetta, label is assurance from the Italian government that the olives are specific varieties traditionally grown in a particular place that is recognized to have desirable qualities.) The olive trees stretch up along the gently sloping hillsides of the valley on either side of the Belice River.

The trees are believed to be between 300 and 400 years old. Sometime long ago—we've been told it was the sixteenth century, but nobody knows for sure—the people who tended the hills blanketed the land with flat, smooth, oval stones hauled up from the riverbed. The stones help cool the ground and store moisture in the soil in the sun scorched valley. The trees are hand-pruned, and the olives are hand-picked. All those details, married to the sunlight spectrum of Sicily, matched with the volcanic soil, and influenced by the constant saline breeze from the Mediterranean, combine to make the oils from Tommaso's family so versatile and special.