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FOR IMMEDIATE RELEASE

## **Italy's Best Tasting Olive Oil Hand Picked from 1,000-year-old Olive Trees is Now Available in the United States**

Santa Rosa, CA—Gourmets and lovers of fine food throughout the United States all have a reason to celebrate. The world's best tasting virgin olive oil, produced from 1,000-year-old olive trees in the famous Apuglia region of Italy, is now available in the United States under the brand name Brando's Bella Italia ([www.brandosoliveoil.com](http://www.brandosoliveoil.com)).

Brando's Bella Italia was founded by Pierina Danisi, whose family owns one of the oldest and most pristine olive groves in all of Italy. It is in these private groves that the world's best tasting olive oil is produced. The reason Brando's Bella Italia Olive Oil tastes so incredible is the extreme care and old-world tradition that goes into its creation.

Brando's Bella Italia Extra Virgin Olive Oil is prepared using the utmost care to protect both the 1,000-year-old olive trees and the superb olives they grow. Pierina Danisi states, "Our family groves are harvested by hand at great expense to ensure the olives are picked at perfect ripeness and to prevent bruising. Our exceptional care in harvesting our olives is in great contrast to other olive oil companies who use tractors and mechanical harvesting methods that shake the tree violently and bruise the fruit. Bruised fruit creates olive oil that is more acidic and tastes inferior to that of hand picked undamaged fruit. Hand picking is the only way to guarantee the very best tasting Brando's Bella Italia Extra Virgin Olive Oil."

"Another technique we use to improve the taste and quality of our olive oil is that once our olives have been harvested, our olives are never stored for more than 6-hours before being processed. Other companies store their olives for several days before processing, which leads to heat damage and fermentation, making the olive oil more acidic and substandard in taste. Our olives are always very fresh when they are processed and this is one of the secrets to the superior taste of our olive oil", states Danisi.

Olive oil is considered to be perfect in flavor and aroma when it has less than 1% acidity. Brando's Bella Italia Olive Oil has less than 0.5% acidity and is the highest quality olive oil available.

For gourmets and fine food lovers, Brando's Bella Italia Extra Virgin Olive Oil is a palatable pleasure that must be experienced.

For more information on purchasing Brando's Bella Italia Extra Virgin Olive Oil, and to download free recipes, please visit their website at [www.brandosoliveoil.com](http://www.brandosoliveoil.com) or call (707) 545-2212.

About Brando's Bella Italia ([www.brandosoliveoil.com](http://www.brandosoliveoil.com))

Brando's Bella Italia imports the world's best tasting extra virgin olive oil from 1,000-year-old olive trees in Bari, Italy. For more information, please call (707) 545-2212.

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