

## Corti Brothers Newsletter for *March 2007*

### **Cultivarplus Extra Virgin Olive Oil**

CULTIVARPLUS is a radical new concept in olive oil production created by a group of estates and oil technologists headed by a friend, Marco Mugelli, of Florence, the panel head for the Florence Province tasting panel. Not only are these oils the result of 8 years of experimentation with new technology, their presentation is also innovative. From single cultivars grown in the province of Florence, extracted in a vacuum and bottled under vacuum in stainless steel bottles, these oils are the fruit of cutting edge technology. All of this is done to protect the oil, as far as is now possible, from any sort of oxidation. Unique, the CULTIVARPLUS oils are available only in very limited quantity.

What is unique about these oils is that their production with this new vacuum system protects the polyphenol levels. Whereas normal excellent oil production will have oils with polyphenol levels in the hundreds of parts per million, CULTIVARPLUS oils have them in thousands of parts per million, a massive increase. In fact, practically all of the polyphenols and antioxidants available in sound olives are present in their natural form in CULTIVARPLUS oils. This level has previously not been possible in modern oil production. This is the newest, most innovative technology in oil extraction and preservation taking oil production to new quality parameters. The nutritional and antioxidant properties of fresh olives are all present in CULTIVARPLUS oils.

In our time, oil production is of two types: one, the romantically appealing, archaic production with stone mills, presses and mats that mean oxidizing oil and bottling it with a great loss of product quality. The other, a more modern system uses centrifugal force, where oil is oxidized less than in the archaic system. (Oxygen leading to oxidization is one of the great detriments to oil quality.) This centrifugal method is a definite improvement over the archaic system, but still not perfect. CULTIVARPLUS produces oil using the most advanced technical notions protecting oil, especially in those production phases which are most susceptible to oxidative degradation in processing. The less oxidation of sound olives in oil production, the higher the oil's polyphenol and tocopherol content and stability, the better the oil. Better in all respects, even better for you.

CULTIVARPLUS comes in a box containing four, 250ml stainless steel bottles. Each box includes a bottle of Frantoio, Moraiolo, Pendolino oil with the fourth oil either Correggiolo or Leccio del Corno. In order to get the five varieties, you would have to purchase two boxes. Correggiolo is a cultivar which is not often available and Leccio del Corno is a cultivar selected from a particular property, Fattoria del Corno, in San Casciano Val di Pesa.

If you have any interest in what is happening to olive oil at its cutting edge, here is your chance to taste it.