

OLIVE MILL PRESS



The Olive Mill, 315 James St., Geneva, IL 60134
www.olivemillgeneva.com, email: theolivemill@sbcglobal.net 630-262-0210

Thank you Todd for our website!

By Ed, Deb and Deb

We wanted to extend our thanks to Todd Brien from Out of Bounds Enterprises for building our beautiful, SECURE website!

Todd put together a very nice home page and submitted it to us without even being asked. We fell in love with it right away! It seemed to capture the same warm, relaxed feeling you get when you step into our store. He put up with Deb's "20 questions" many times! He worked diligently and timely (any hold up in the process was due to Debbie O.!).

We enjoyed working with Todd and will continue to work with him as we continue to grow. We recommend Todd to anyone who is currently in the market for a website designer. Todd can be reached at 630-525-0808 or check out his website at www.outofbounds.biz.

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We would also like to extend our thanks to Cheryl Schermerhorn from WebSketch Studio. Cheryl sends out this newsletter to our customer mailing list and was very helpful in assisting Deb in getting that up and going. Cheryl can be reached at 630-988-9936 or check out her website at www.websketchstudio.com

We have met so many great merchants and local business people in the last nine months! We hope to do business with each and every one of them in the future.

Welcome Galena River Wine and Cheese!

By Ed and Deb

Well, one Friday afternoon in April, Deb got it in her head that she needed to have a store in Galena, IL. So, she decided to drive out to Galena and check out the possibilities. She stopped in at one of her favorite shops, Galena River Wine and Cheese for some great cheeses and a bottle of wine to take home and it hit her!!

Wine...cheese...and OLIVE OIL! This would be the perfect place to put a "mini" Olive Mill. Deb called the owner Sandy Winge and explained what The Olive Mill was. Sandy and her husband Ken stopped in at the Geneva store in May and fell in

love! The rest is history! On June 9th, Ed took up 10 tanks and some oils and vinegars and Ken and Sandy graciously created a wonderful spot in their shop for our product. Ken and Sandy's store is very similar to our store in that it is warm and inviting when you walk in and a lot of antiques are used to display the products. Ken and Sandy opened their store in 1982 and we are blessed to be associated with such a great couple and fellow merchants. Contact Galena River Wine and Cheese at 815-777-9430 or check out their website at www.galenawinecheese.com.

Customer Recipe

Bob's Lemon Cake

(By using olive oil instead of butter in the frosting, it eliminates many transfats!)

1 box Lemon Cake mix (Duncan Hines, etc)

Frosting:

11 oz. cream cheese softened

$\frac{3}{4}$ C. OLIVE MILL Meyer Lemon Olive Oil

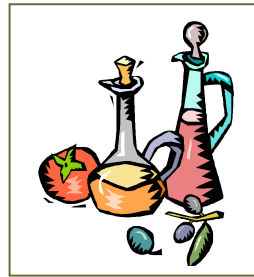
3 T. fresh lemon juice

3 t. lemon zest

1 t. vanilla

5 C powdered sugar

Bake the lemon cake substituting an equal amount



Another Bob recipe? This one is from Deb's brother Bob...I guess you have to be named Bob to get your recipe published!

of OLIVE MILL Meyer Lemon Olive Oil in place of canola or vegetable oil per the directions on the box. Let the cake cool. Mix together with an electric mixer the cream cheese, Meyer Lemon Olive Oil, fresh lemon juice, lemon zest and vanilla. Slowly add powdered sugar until creamy. Spread on cake and enjoy!

This is our Mom's favorite flavor cake!

What's New?

By Deb

Basil Olive Oil has arrived! We have had it for awhile now and it has quickly risen to be one of our top sellers!

Southern Hemisphere Oils are here! The freshest oils in the world! It is winter in Australia, so they just had the harvest and the press. We have three NEW oils in that are only weeks off the tree! One is grassy, one is peppery and the last is a mix of the two.

We also have five Gold Medal Winners from the Los

Angeles County Fair Olive Oil Competition! The oils are from Spain and California. We will always have one or two out for tasting, so stop in for a winner!

On the vinegar side, the Strawberry Balsamic and Tangerine Balsamic have been selling like hotcakes!! (HMMMM... they might taste good in hotcakes...). We also just put out a new Black Currant Balsamic...YUM! Great for pork, duck and of course, salads!

See What's New cont'd on page 4

Our website has all of our recipes posted on it if you are in need of a recipe for a special event!



We have fresh bread in the store on Fridays and Saturdays from the Breadsmith!!

The Olive Mill Club

By Deb

We are starting an Olive Oil and Vinegar Club – OMC (Olive Mill Club)!!! This will be similar to a wine club.

Four times a year we will send out a bottle of olive oil and a bottle of vinegar with a recipe to use with both. The advantage of being in the club will be that the members will receive the new olive oils and vinegars BEFORE they are put out in the store.

Members will also get a 10% discount on the price of the olive oil and vinegar sent in the club mailing. Information will be sent out with each oil and vinegar explaining where it is from and some suggested uses for it.

The first club mailing will go out in November. There will be a one time membership fee of \$10, but members will also receive a free gift when they sign



Try our Strawberry or Tangerine Balsamics on your fresh salads!!

up for the club!! The cost of the club mailings including shipping will not exceed \$45.00 and most times will be much less depending on how far it is being shipped.

Stop in at the store or see our website for more information and to sign up and get your free gift!!!

You asked for it...We listened!!

Many of our customers have requested a sampler pack so they can try a variety of our oils and vinegars without having to buy 4 or 5 full size bottles. Everyone also thinks it would be great to give as a gift to someone that loves to cook, but it is hard to choose exactly which oil or vinegar to buy for them.

Well, we searched for some small bottles, designed a new label and came up with some creative, affordable packaging and WHAA LAA...It is here!

The Sampler Pack includes our 4 bestsellers: 18 yr old Balsamic Vinegar de Modena, Spanish Arbequina Extra Virgin Olive Oil, Meyer Lemon Extra Virgin Olive Oil and Garlic Extra Virgin Olive

Oil in 5 oz bottles.

We have these for sale in our store and on our website for \$38. Perfect for gift exchanges!!

You can choose from two different looks: Holiday with red filler or Everyday Occasion with our purple and green (store colors) filler.

[Happy One Year Anniversary!](#)

We will be celebrating our One Year Anniversary in November. Watch for more info coming soon on special deals and specials events!!!

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**Eating Healthy Tastes
Good!!**

We are full e-commerce!

Visit us at:

www.olivemillgeneva.com

What's New continued from page 2

Wasabi sea salt did arrive and is in a cute, wavy glass container with a grinder top! We also are carrying Seasonella, the Italian equivalent of Lowry's seasoned salt but better!! It is great on burgers, chicken, steaks, you name it!

We are ordering a lot of new things for the holidays, so hopefully we will have a lot to choose from for your gift-giving needs!

MONDAYS 10am – 6pm
TUES. & WED. 10am – 6pm
THURSDAY 10am – 8pm
FRIDAY 10am – 7pm
SATURDAY 10am – 5:30 pm
SUNDAY 12-4pm

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