

THE OLIVE PRESS



The Olive Mill, 315 James St., Geneva, IL 60134
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Thank you to our Customers!

By Ed, Deb and Deb

Spring has sprung and the Owls have left the nest! For those of you who live in the Tri-Cities area, you know why we mention the owls. For the rest of you, we had a Great Horned Owl nest in a tree across the street from our store this winter and raise three babies over the last couple months. Every day was an adventure with all of the bird-watchers taking pictures and looking through spotting scopes at them. We were able to meet a lot of great people and will now get to see them again as customers!

Well, it has been 5 months since we opened our door here on James Street. We have had so much fun getting to know our customers and the area merchants. We would like to thank everyone for being so supportive and excited for our business. We truly appreciate each and every one of you. Word of mouth, as usual, has been the best advertising!

Welcome Wildwood!

By Ed and Deb

Wildwood Restaurant opened in April in Dodson Place at 477 South Third Street in Geneva. The owners and head chef came into our store, tasted our oils and vinegars and they were sold! They are now featuring our Greek olive oil in The Olive Mill bottles on the table. As soon as you are seated, a fresh loaf of bread is brought to the table to dip into our oil.

The restaurant also features a large bar with leather chairs to relax and enjoy a cocktail with

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Our business is growing every month. We started out with a bang during the holidays, but kept a very steady business through Jan and Feb. March brought the JULIETS weekend and with April came Spring, Easter and our exciting new association with Wildwood Restaurant. All three of the local newspapers were gracious enough to do feature articles on us during the winter, so we extend our thanks to them also.

Finally, some customers have started to bring us their recipes using our products and we thank them and will include them in our newsletters.

friends. The atmosphere is very inviting.

We are excited that some of our other oils and vinegars are also being used in various entrée items on the menu. We look forward to a long and happy association with Wildwood's owners, employees and customers.

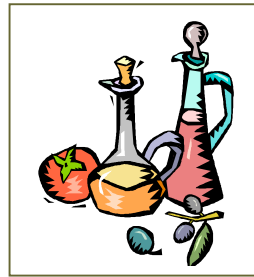
Contact Wildwood for reservations at 630-377-8325 or visit their website at www.wildwoodsteak.com.

Customer Recipe

Bob's Easy Chicken Vesuvio

3 medium/large Idaho Potatoes
 1 whole chicken – 4-5 lbs.
 ½ c. dry white wine
 5-6 cloves garlic
 2-3 T. oregano
 ¼ C. OLIVE MILL extra virgin olive oil
 Salt to taste
 ½ c. chicken stock

Cut backbone out of chicken; flatten out so that chicken lays flat in baking pan. Drizzle olive oil in pan to coat, lay chicken in pan. Preheat oven to



One of our regular customers contributed this recipe. You could be next!

375, scrub potatoes clean and slice into ½" slices with skin on. Place in pan with chicken. Cover chicken and potatoes with garlic and herbs, sprinkle with olive oil. Place in oven for approx 1- 1 1/2 hrs. Remove chicken and potatoes to platter when done. Deglaze pan with wine and stock and reduce by one third. Pour over chicken and potatoes. Enjoy!

What's New?

By Deb

I thought I would take a minute to let you know what could be coming down the pipe soon!

Our supplier, at my request, has been perfecting the taste of a Basil olive oil. They have been working on it for a while, but were not happy with the quality until now. They are sending me a sample to taste this week! So, hopefully very soon we may have it in stock for bottling.

On the vinegar side, we are contemplating space for sherry and champagne vinegars. Also being

sent to us to taste is Strawberry Balsamic and Tangerine Balsamic. Sounds great for summer salads!!

Sea Salts are very hot. We will be getting black sea salt and green wasabi sea salt in this summer. That will be four sea salts that we will have in stock. Our supplier is also looking into a couple others for all of you sea salt lovers!

NEW SUMMER HOURS!!! Be sure to check out the new hours on the last page of this letter!

"Italy is the largest importer and exporter of olive oil, yet Spain is the largest producer at 45%. Italy follows at 25%."



Try some of our bread dipping spices with your oil for dipping bread! MMMM!

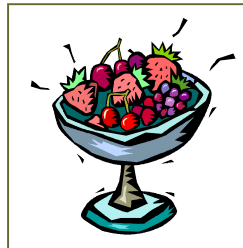
Olive Oil 101

By Deb

We get a lot of customer questions about Extra Virgin Olive Oil, so we thought we would include a little primer in this month's newsletter on Olive Oil Grades.

Extra Virgin Olive Oil: To qualify for this grade, an olive oil must meet four criteria: it must be made from the mechanical extraction of olives, be cold pressed, have an acidity level of less than 1% and have a perfect taste. Cold pressed refers to olive oil made from olives crushed with a stone mill or a discontinuous hydraulic press. No heat or chemicals are used to extend or alter the oil. ***This is what we carry in the store!***

Olive Oil: Previously known as pure olive oil or 100 percent pure olive oil, this is the most widely marketed grade of olive oil and generally costs less



Try our 18 yr old Balsamic Vinegar on fresh strawberries or raspberries and vanilla ice cream!!

than extra virgin. It is a combination of extra virgin and refined virgin olive oils and must have an acidity level of less than 1.5%.

Lite Oil: Light tasting, light-colored oils that contain only a minute portion of extra virgin olive oil. They are marketed to make people believe they are low in fat or calories. Not true, lite oils have 125 calories per tablespoon just like all olive oils and all fats do.

Please see *Olive Oil 101* on page 4

For those of you who have not visited our store yet...

The Olive Mill is an olive oil tasting experience!

Come in and taste our oils poured from Italian stainless steel tanks and we will bottle it for you immediately from the same tank! That way you know when you get home you will like the taste of the oil you bought!

Stop in today for some delectable Extra Virgin Olive Oils and Vinegars: California, Spanish, Greek and Australian. Also try our flavored oils: Blood Orange, Meyer Lemon, Porcini Mushroom and Garlic. Try our balsamic vinegars such as 18 year old Traditional from Modena, Italy and Fig!

Come celebrate the olive with our gourmet rubs, sea salt, saffron strings, olives, olive oil potato chips and more. Makes a great hostess gift!

Custom and corporate gift baskets are welcome!

How to find us!

We are located one block South of Rt. 38 just one building West of Third Street right behind the Post Office. Our store faces south and looks right at the big red Courthouse.

The Olive Mill
315 James Street
Geneva, IL. 60134

Phone:
630-262-0210

Fax:
630-262-0125

E-Mail:
theolivemill@sbcglobal.
net
Eating Healthy Tastes
Good!!

We will be on the web soon!

Visit us at:

www.olivemillgeneva.com

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Pomace Oil: The lowest grade of olive-based oil is pomace oil. It is a blend of virgin oil and refined pomace oil. The pomace oil is obtained by using solvents to extract the residual oil left in olive paste after making virgin oil. It is mostly used commercially for frying and other general cooking as a way to save money.

NEW SUMMER HOURS STARTING MONDAY MAY 8th!
NOW OPEN ON 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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Customer Name