



OIL
EXTRA VIRGIN
MONOCULTIVAR ITRANA





Le Radici
del Gusto





OUR LAND

Mount Massimo, on which Rocca Massima is born, is an ancient feud completely surrounded by olive groves. This extraordinary fruit known as olive was already present in this area when the Romans Mario e Silla were fighting in Cori, not very far away from Rocca Massima, for the control of Rome. We must be grateful to the Phoenicians for having introduced olive trees in Italic land since high quality oil and olives can be obtained from these trees.

ROCCA MASSIMA

Over the years Rocca Massima has become one of the most important areas for the production of olive oil. In fact, Rocca Massima has a facing the sea strategic position which allows the land to benefit from the brackish air. In addition, the rocky terrain of Rocca Massima lends a unique minerality to the plants from which a high quality oil is derived.

MONOCULTIVAR ITRANA

Extra Virgin Olive oil Monocultivar Itrana is obtained from a plant called "Itrana" which is a robust olive tree with a dense hanging foliage. Its colour is deep green fringed with golden streaks. Its fruity scents remind of herbs, almonds, tomato and artichoke. Its taste is sweet with intense bitter and spicy notes. It is perfect to be used "raw" as condiment.



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BENEFITS OF EXTRA VIRGIN OLIVE OIL

Extra Virgin Olive oil is the basis of the Mediterranean diet and is the better choice when it comes to condiments in terms both of flavor, fragrance and for its many **healthy virtues**: it is a friend for the heart, an anticancer and an ally of youth. EVO oil is considered the best and most suitable oil for human consumption for one simple reason: it is the only oil to be **produced only by squeezing the olives**, without the help of chemical solvents or other industrial interventions.

EVO oil has remained a genuine and natural product over the years, an olive juice which transfers all the precious substances contained in the raw material to the oil. EVO oil consumption, especially raw, is widely recommended. In addition, it also cooks well since it can reach even high temperatures (when frying) without allowing the formation of harmful substances.

According to the **FDA (Food and Drug Administration)** the consumption of EVO oil has many benefits for the human body:

- it **prevents arterial lesions and reduces the risk of heart attack, stroke, thrombosis and coronary heart disease in general**
- it **regulates cholesterol levels**
- it **contains natural antioxidants** (polyphenols) which defend the body against the formation and development of many types of tumors, delay cellular aging and counteract memory loss in old age.

TIN LINE 1L/5L



**PACKING
12 TINS**

**MONOCULTIVAR ITRANA
TIN
1 L**



**PACKING
4 TINS**

**MONOCULTIVAR ITRANA
TIN
5 L**



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GLASS BOTTLE LINE 0,25L/0,50L



**PACKING
6 GLASS
BOTTLES**

**MONOCULTIVAR ITRANA
GLASS BOTTLE
0.25 L**



**PACKING
6 GLASS
BOTTLES**

**MONOCULTIVAR ITRANA
GLASS BOTTLE
0.50 L**

A close-up photograph of an olive mill. A large, dark, textured stone millstone is on the left, with a metal scraper attached to its side. A large quantity of olives, in various stages of ripeness (black, purple, and yellow-green), is piled up against the millstone. The olives are being processed on a dark, circular stone surface. The background is slightly blurred, showing more of the mill's structure.

*Olive milling is an
art rooted in
ancient tradition*



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OLIVE OIL
EXTRA VIRGIN
MONOCULTIVAR ITRANA



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