



ISSIMO presents its Extra Virgin Olive Oil

ROME, November 2021 – ISSIMO, the digital extension of the Pellicano Hotels Group where you can read and shop the high-quality Italian lifestyle, is pleased to launch its Extra Virgin Olive Oil, an important staple in Italian cuisine.

This latest addition to BuonISSIMO is a superior category monovarietal olive oil produced from PDO Taggiasca olives from Arma di Taggia in Liguria by Galateo & Friends, a company synonymous with Italian gastronomic excellence since 2002. Taggiasca olive oil has a particular, delicate, sweet and round taste that allows it to be used transversally in every recipe.

ISSIMO's EVOO comes in a painted frosted glass bottle with an elegant design, a different way of presenting a traditional product while giving it the importance it deserves on tables all over the world.

The Special 'Olio Nuovo' experience

As a celebration of the beginning of harvest season for olive oil, ISSIMO' EVOO can be ordered as *olio nuovo* (new oil) milled within hours of coming off the trees and shipped in just days after bottling, offering the freshest EVOO possible. ISSIMO's EVOO 'new oil' will be available for ordering until December 10th, and will retain its distinctive qualities for approximately one month.

To experience the unique taste of the *olio nuovo*, the chefs of Pellicano Hotels Group suggest recipes and ways to best savor our new oil: Michelino Gioia, executive chef of Il Pellicano, recommends adding it to an amberjack tartare, with ginger, pomegranate and lime; Antonio Magliulo, executive chef of La Posta Vecchia suggests tasting the new oil with a slice of lightly toasted naturally leavened white bread or with a white pasta, or with a steamed fish such as sea bass or sea bream or octopus; Giuseppe D'Abundo, chef of the Mezzatorre Hotel suggests a carpaccio of pezzogna (black spot seabream) with four types of tomatoes marinated with ISSIMO's EVOO, to enhance the flavors of the island and savor the new oil at its best.

ISSIMO's Extra Virgin Olive Oil is offered in a 500ml size at a retail price of 50 euros and it can be **pre-ordered from November 10th 2021**: <https://issimoissimo.com/prodotto/issimo-extra-virgin-olive-oil/>.

For images, please click here: <https://www.dropbox.com/t/B4D6mlOO6zrILsMp>

ISSIMO

Issimo is a new e-commerce and lifestyle platform directly inspired by Italy's rich heritage of style, design and culture. Created by Marie Louise Scio as an extension of the Pellicano Hotels, it is a 'cabinet of Italian excellence that includes exclusive collaborations and continuously updated content and products in the following categories: Bellissimo, artisanal homeware and Italian craftsmanship, Buonissimo, culinary tales product and recipes, Chichissimo, fashion and apparel, Coltissimo, editorials on Italian culture and cultural collaborations, Fichissimo, the digital extension of the Pellicano hotels' souvenir shop, and Italianissimo, the quintessential black book to the twenty Italian regions.

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