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**THE OLIVE TAP DEBUTS OLIO NUOVO
An Exclusive First Picking California Olive Oil**

Long Grove, IL (October 25, 2011) The Olive Tap Tasting Emporiums will release 2011 Olio Nuovo, a prized California olive oil from the first picking and the first pressing of olives of the season. The oil, also referred to as Aceite Nuevo, is scheduled to debut at the flagship shop, 240 Robert Parker Coffin Road, Long Grove, on Saturday October 29. Supply is limited, as the producer picks mostly green olives early in the season and only through December.

Olio Nuovo has a narrow window of availability and is meant to be consumed within a four to six month period. “It’s the freshest, unfiltered, olive oil you can get,” says Rick Petrocelly, founder and owner of The Olive Tap. “It’s prized by the olive plantation owners who usually keep it for themselves.” The Olive Tap is the only tasting emporium currently selling Olio Nuovo.

Olio Nuovo looks cloudy because, unlike most olive oils, it is not allowed to rest (which changes the flavor profile.) It has an intense complex flavor. The allure of the Olio Nuovo is its freshness and peppery bite which comes from the high level of polyphenols, also an added health benefit.

Petrocelly suggests using Olio Nuovo “as you would most premium grade olive oils and especially as finishing oil on hot foods to release the best flavor. “ He recommends Olio Nuovo, too, as a condiment, a bread dipping oil, and paired with compatible balsamic vinegars.

Olio Nuovo will be available at the Long Grove store, other Olive Tap locations and online at www.olivetap.com, for as long as the limited supply lasts.

About The Olive Tap®

The Olive Tap® is both a tasting emporium and gourmet market that offers a variety of olive oils, specialty oils, vinegars, spices, herbs, seasonings and more. Unlike mass-produced oils and vinegars, The Olive Tap® offers pure and fresh artisan products from around the world. The Olive Tap®’s proprietary procurement storage and packaging processes ensure its customers are offered the freshest, highest quality olive oils and authentic balsamic vinegars.

The Olive Tap® is headquartered in Long Grove, Illinois. It also has locations in Medina, Ohio, Downers Grove, Illinois, Manitou Springs, Colorado and West Palm Beach, Florida.

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