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## Made in Italy Powered by Volcano

# We at Martum Food are driven by passion and the commitment to a healthy and conscious lifestyle through the organic farming of high quality foods and nutrients.

### Extra Virgin Cold Pressed

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There is no other area in the world – apart from the Mediterranean – where the olive oil has served as a basis of a diet for millennia.



Our olive trees are of two varieties: Nocellare dell'Etna (90%) and Moresca (10%), two autoctonous varieties for the territory of Catania province and Volcano Etna.

Both varieties are known as perfectly suitable for both table olives and extra virgin olive oil.



The estate where our olives are grown benefits from the Mediterranean unique climate and certain amount of sun during the year. This mix creates a naturally perfect balance for the harmonious growth of the olive trees.

Besides, it stretches on the slopes of the biggest European active volcano – Etna – that naturally boosts its soil with one and only set of minerals to aliment the harvest.



#### Nocellare dell'Etna

Nocellare dell'Etna is famous for the high quality extra virgin olive oil of naturally low acidity as well as for its mildly intense flavor – pleasantly bitter and spicy.



#### Moresca

We use Moresca olives for table olives at times, and the olive that is created with it is best for cooking – even frying and baking – due to its taste with sweetish scent.



This format is a first choice of a rational and well-informed consumer who chooses to save on packaging rather than quality



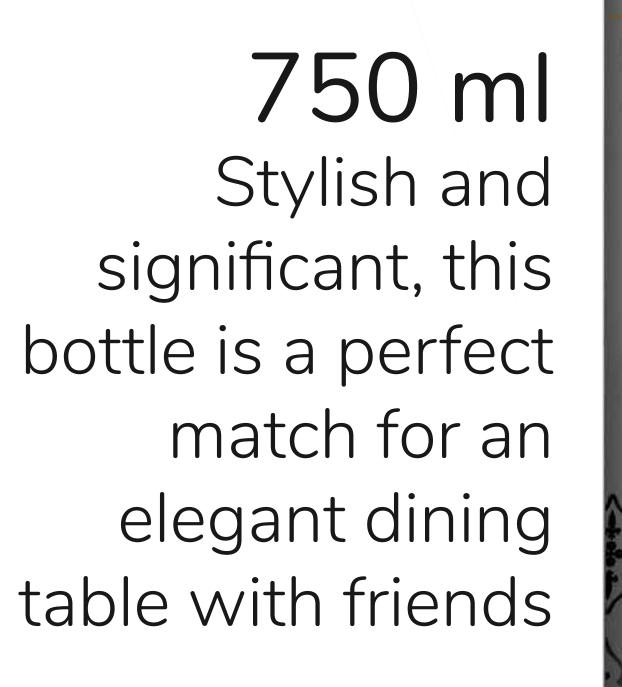
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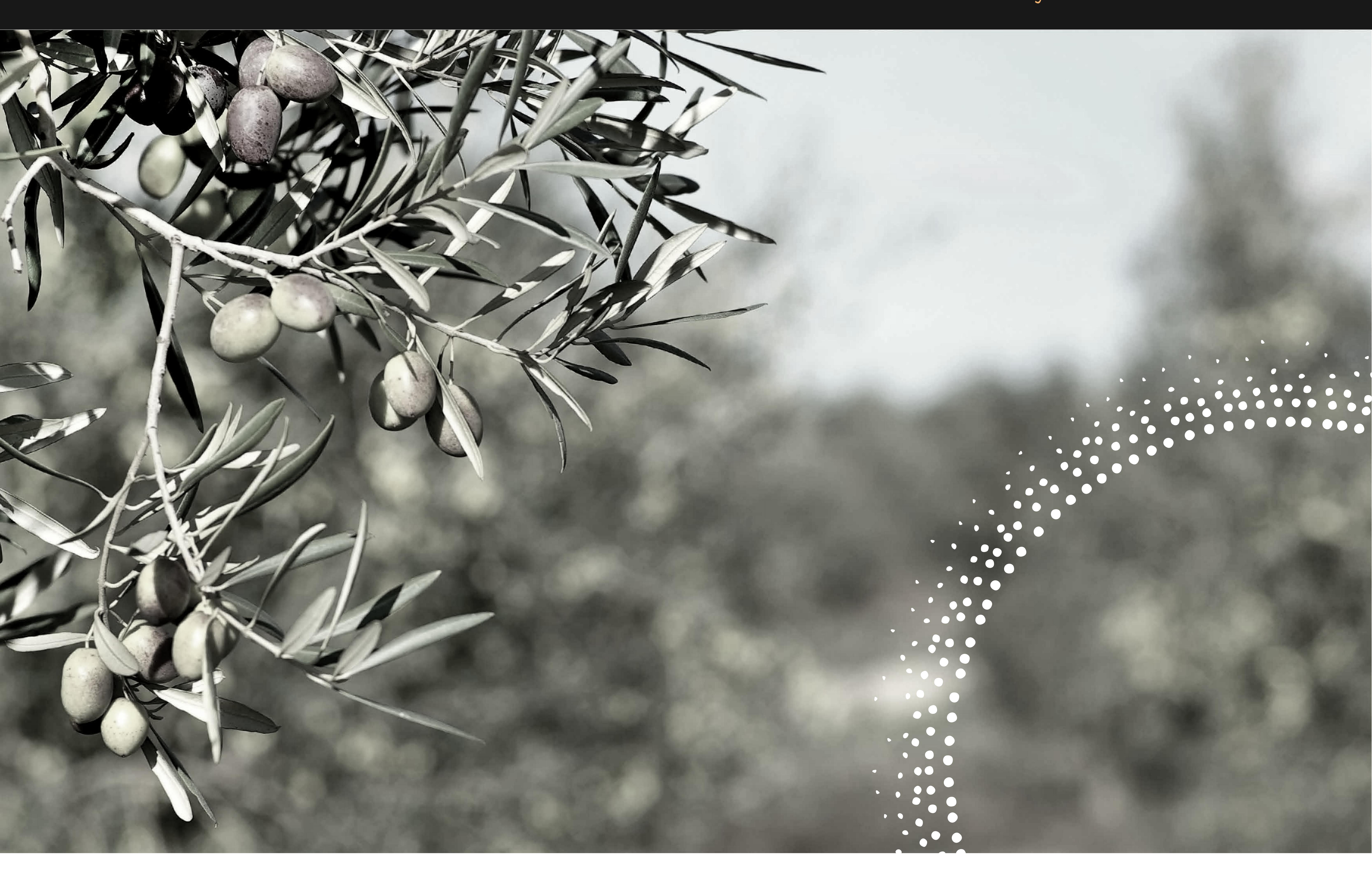
A prudent format mostly used as a palatable authentic gift from Sicily or as a first time try

#### Love from the first try!

You do not need to be an expert to realise the difference. Just make this experience conscious, try Martum EVO oil for this first time with a good bread or adding it to your favourite fresh salad. Add a little bit of salt. You will need nothing more...







#### Harmony & Health

Our olives are grown within a conscious community of agriculture professionals for whom the land and the tradition means the whole life.

Every step to produce our highest quality extra virgin olive oil is done by means of organic farming with two main thoughts in mind: absolute respect for nature and the ecosystem, and strong commitment to a sustainable and healthy humanity.

#### Scientifically confirmed

Extra virgin cold pressed olive oil is seen by the Italians as the key to longevity and their healthy living.

Both statistics and contemporary science support this confidence.

#### The Process

The transformation of the fruit of an olive tree into an elixir of health - high quality olive oil - undergoes a few important stages.

#### Manual collecting

We collect manually our olives in October, when they are ripe in their best shape but not overdue to fall down from the trees.

#### Cold Press

On the same day at the mill We brought fresh oil to below 27 degrees.

#### Correct conservation

the olives are processed into conservation in stainless steel the juice of olive – the olive oil with a constant temperature – at the temperature strictly of 17-19. When all the harvest is collected and the samples are sent to chemical tests, the olive oil proceeds to bottling and marketing.



#### Sicilian lifestyle recipe

The simplicity and genuine taste is original Mediterranean cuisine.

Sicilian-born ingridients are full of taste and character. Even more so for the oil. Use the Martum EVO oil as the key ingredient for your dish to stand out.

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