

PRESS RELEASE

Grigliato, colorato e invecchiato!

New preparations from the organic farm fine-food manufacturer LaSelva: Grilled artichoke classic & colourful antipasti.

LaSelva brings new flavours with its artichokes, presents a visual food delight and a balsamic vinegar aged three years in oak.



Grärfelling & Albinia - Orbetello (Toscany), January 2018: Steam from the Tuscan farm food-factory rises between the old grain store, vineyard and pine trees. Within 4 days last May, 50,000 artichokes from the organic farm LaSelva were peeled by hand for a new product. For the first time, the LaSelva organic fine-food producer used grilling to achieve a particularly intense flavor

from its Maremmanic classic. The new slightly hot antipasto "Carciofi grigliati" is marinated in oil with LaSelva parsley. LaSelva's second new organic antipasto colourfully combines three typical Mediterranean antipasti classics. Sweet semi-dried LaSelva tomatoes, fine sour capers, and strong dark de-stoned olives are combined with extra virgin olive oil to produce the organic specialty "Tris mediterraneo". The balsamic vinegar "Aceto Balsamico di Modena IGP Invecchiato", aged for three years in oak barrels, provides a spicy complement to these two new food products. It and the new farm-produced organic antipasti can now be found in the premium range of organic delicacies from LaSelva.



Tra campi e ufficio: The crucial contribution of LaSelva's farm factory.



LaSelva's Tuscan farm factory is located in the southern region of Maremma, between the fields and the central office of the more than 800 hectares of the fine-food producer's organic estate. One million jars of fine organic food are produced each year. A further 19 million jars are filled at the processing plant in Donoratico, one hour away. The farm kitchen plays an

important role in developing new products. In addition, 210,000 kilograms of semi-finished products for pesto and also hand-prepared raw materials for further processing are produced. The LaSelva range of products could not be realised without the contribution made by the farm factory.

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Deliziosa: The farm factory's creative kitchen.

Cooked vegetables, vegetable pastes, grilled antipasti, pickled herbs and vegetables in oil, or sweet and sour hand-peeled fruit and typical Italian cooking ingredients are all on the programme: How about vegetable stock, pickled peppers or grilled dark olives? Do you like to cook with an onion-paprika confit, rosemary or habanero or spread asparagus paste on toast? LaSelva's specialties are the semi-dried tomatoes, the "Pomodori semiseccchi" and extravagant pesto with olives, parsley or pumpkin.

Direct from the field, washed and peeled by hand, the crops are processed under the supervision of quality manager Monika Mayer. For 21 years, the factory kitchen has processed crops for LaSelva. The premises have been restructured and modernized over the past two years. The farm factory now has additional olive oil tanks and reed bed phytoremediation of process waste water cleaning, installed on 700 square meters adjacent to the processing buildings.

Lavoro manuale tradizionale: Location of hand-craft and the farm tour centre.



"This and the larger factory in Donoratico with 12,000 square meters gives us two state-of-the-art production facilities completely under our control. They provide the perfect environment for meeting the needs of the different products. The farm factory is a place of ideas, experiments and traditional craftsmanship and has also been the farm tour centre from the beginning. We always look forward to the interest shown by our Agriturismo guests and holiday-makers in Tuscany who visit the

farm," says Monika Mayer.

Alongside Christian Stivaletti, who is the managing director of LaSelva Italy, Monika Mayer is responsible for the processing on the estate and the quality management of the LaSelva brand. The graduate food technologist has been living in Tuscany for 18 years and is one of the long-standing fine-food producer's employees since the founding by organic pioneer Karl Egger.

**Premiere
in
preparation**

Carciofi grigliati – the first grilled artichoke product: special flavour and lightly hot with chili, garlic and parsley. (180g, RRP, 7.95 €/jar)



A Maremmanic classic has been recreated with the new antipasto "Carciofi grigliati" from the organic fine-food specialist LaSelva. 50,000 artichokes from the organic estate were peeled and quartered by hand over four days.

For the first time in its history of processing artichokes, the factory decided to grill them producing an irresistible taste result: the heat elicits a particularly intense flavor from the mild vegetable and enhances its unmistakable taste. The "Carciofi grigliati" is seasoned with freshly harvested LaSelva parsley in oil and slightly hot chili and garlic.

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Due to the elaborate craftsmanship and diverse processing stages the "Carciofi grigliati" ranks in the premium antipasti segment. Innovations include combined seasoning and grilling of the artichokes, creating an appealing alternative to classic quartered artichokes or artichokes in oil of LaSelva.

Cucina LaSelva: The grilled artichokes in oil are served as an appetizer or side dish. You can also use it in salads, pasta and rice or to enrich your pizza. Recipes are available at www.laselva.bio.



Artichokes are prepared in a different way in the southern part of Maremma: the Tuscans use them as a cooked vegetable garnish. Bottled in extra virgin



olive oil, they are one of Christian Stivaletti's favorite specialties. "Carciofi" are important in the kitchen in Grosseto where the LaSelva CEO grew up. Such a "Carciofi" pleasure is not forgotten.

The sight of the elegant, purple artichoke flowers brings to mind the jars filled with the finished organic delicacy. LaSelva does not process any artichokes that are too big for processing or that have started to open. These go on to bloom symbolizing the natural cycle. The flowered organic crops are cultivated into the soil or returned to the field as a valuable soil improver after composting.

Ingredients: Artichokes* 64%, sunflower oil* 25%, extra-virgin olive oil* 8%, wine vinegar*, sea salt, lemon juice*, parsley* 0.5%, chili* 0.06%, garlic* 0.4%.
*from certified organic farming

NEW Tris Mediterraneo – semi-dried tomatoes, capers, and dried black olives: a colourful combination of three antipasti classics. (180g, RRP 5.95 €/jar.)



Bright red, green and black: with the new "Tris Mediterraneo" organic antipasto, the fine food producer LaSelva colourfully combines three typical Mediterranean antipasti. The firm, semi-dried LaSelva tomatoes with their juicy, sweet flesh meet the fine-acidic spice of the southern capers. The destoned, freshly dried dark olives from Puglia bring their strong aroma.

Immersed in extra virgin olive oil, the Mediterranean antipasti classics create a special colour combination.

Cucina LaSelva: With LaSelva, you eat also with your eyes. In search of new variants, food technologist Monika Mayer noticed the beautiful contrasts in colour between olives, tomatoes and capers in her rice dish. In addition, of course, comes the harmonious taste experience of these three products.



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These three are especially beautiful on green salad or white rice. They are perfect on toasted bread or as an ingredient in vegetable pies. The Mediterranean taste goes well with grilled fish or pasta. "Tris Mediterraneo" also tastes good as it is with an aperitif and as antipasti. Recipes are available at www.laselva.bio.

Ingredients: Tomatoes* 40%, capers* 11%, pitted black olives * 8%, extra-virgin olive oil* 39%, sea salt, wine vinegar*. *from certified organic farming

NEW **Aceto Balsamico di Modena IGP Invecchiato – Balsamic vinegar from Modena IGP: especially dense and strong flavour, aged for three years in oak barrels.** (250ml, RRP 9.95 €/bottle.)



The new "Aceto Balsamico di Modena IGP Invecchiato" from the LaSelva organic fine-food producer has a particularly dense and powerful flavour. This high-quality, classic organic product from the traditional vinegar city of Modena with around 60 percent concentrated grape must has been aged for at least three years in oak barrels.

Cucina LaSelva: Its distinctive harmonious sweet and sour taste makes the balsamic vinegar an indispensable condiment in the kitchen. With a place in many dishes and creative menus, it provides a special refined touch. LaSelva sales colleague Michele d'Erasmus finds it particularly delicious in traditional combinations. He adds it to cooked artichoke vegetables, a treat for both the eye and palate. The vinegar is traditionally used as a seasoning for salads, for meat dishes, and raw food. Recipes are available at www.laselva.bio.

Ingredients: Concentrated grape must*, Wine vinegar*. *from certified organic farming

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Press service: www.laselva.bio

Pressinformation & images, films, interviews, press visits, cooperation.
Online shop with product details, prices and lists of ingredients.

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Slow Food®
Deutschland e.V.

International: LaSelva in specialist retailers.

LaSelva Toskana Bio-Feinkost serves the home market (Italy), Germany, Switzerland, Austria, Scandinavia, France, Poland, Czech Republic, Romania, Japan and the USA. LaSelva products are in specialist organic food stores, in health food shops and in delicacies and wine stores.

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Diverse organic range: Italian fine food and Marammanic wines

Whether vegan, gluten or lactose-free: a large part of the approximately 200 organic fine-food specialties, the 15 organic wines, and the Spumanti meet the current consumer preferences. LaSelva's varied range of natural foods and delicacies ranges from the tomato all-rounder to olives, antipasti, bottled vegetables, fine pastes, pesto, pasta and jams, as well as vinegar and olive oil. International award-winning wines, Prosecco and Spumante, Caffè espresso, Passito and Grappa, accompanied by pizza pastries and Cantucci refine the offer of Italian delicacies.

Organic awareness: organic identity, control and certification.

The environmental awareness and responsibility in LaSelva is rooted in the co-founding of the Naturland Association by Karl Egger in the early 1980s. LaSelva was also the first foreign Naturland company. Since not all suppliers have Naturland certification, but still produce very good organic foods, LaSelva products are certified by ICEA (Istituto per la Certificazione Etica e Ambientale), partly by Naturland, and according to the EC regulation, depending on the share of their own and supplied raw materials 834/2007.

LaSelva, through its many years of experience in organic farming, places special demands on its partners, offers its customers transparency and guarantees additional personal control. The network is locally, regionally and nationally manageable and proven over many years. The purchase of raw materials from abroad is restricted to organic ingredients that are difficult to source or not available in Italy, such as dried fruit, spices and capers.

Short portrait: LaSelva Toscana organic fine food.

The Tuscan organic estate of LaSelva has grown from 7 ha to 830 ha in 38 years. LaSelva società bioagricola a r.l. in Albinia - Orbetello (GR) comprises a farm that is certified through the Naturland Association, with a largely closed circular economy on 634 ha, and Mediterranean forest with sanctuaries for wildlife and uncultivated land on 196 ha. A farm-factory, LaSelva's winery, and the processing plants of La Dispensa di Campagna s.r.l on 12,000 m² in Donoratico have been developed.

More than 250 organic items for the retail, wholesale and gastronomy sectors are distributed internationally today from the southern Maremma region of Tuscany and the Munich-based LaSelva Toscana Feinkost Vertriebs GmbH.

From the founder Karl Egger's original idea for organic farming and understanding of pleasure in food, a medium-sized, international enterprise has developed. It is embedded in a close network set up in the last three decades of Italian raw material and product suppliers as well as international partners. About 260 LaSelva employees work internationally in sales, cultivation and production. The employees in cultivation and processing come from the locality and are paid according to national tariff. LaSelva offers holidays in agriturismo, tours of the farm and wine tastings.

At a glance: LaSelva società bioagricola a r.l., Albinia – Orbetello in Toscana (GR)

830 ha total area: 90 % arable, 10 % Mediterranean forest and grassland.

Crops: 104 ha total vegetables, f.e. 35 ha tomatoes, 8.4 ha basil, 17 ha artichokes, 28.6 ha vegetables as onions, paprika, peperoncini, zucchini, potatoes, asparagus etc.; 6.0 ha fruit crops, 33 ha sunflower, 236 ha cereals, 35 ha vineyard, 27 ha olive trees, 207 ha grassland/alfalfa.

Livestock: 130 Chianina cattle (cows and calves, young animals) and 80 Apennin sheep.

Winery: 180,000 bottles of red wine, 30,000 bottles white wine and 5,000 bottles of spumante per year. In addition: prosecco, passito and grappa.

Processing: Manufacturing on the farm, processing plant on a 12,000 m² site in Donoratico.

Organic certification: Controlled according to EC Directive 834/2007, certified through ICEA (Istituto per la Certificazione Etica e Ambientale) and the LaSelva Estate is certified through the Naturland Association.

Agriturismo: Renting of rooms and apartments, also suitable for groups.

Farm tours and wine tastings: On request.

Staff: LaSelva Tuscan organic fine food and wine international.

Up to 260 colleagues work for LaSelva internationally in sales, cultivation and production. The employees in cultivation and processing come from the local area and are paid according to agreed official tariffs.