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## Cucina raffinata & originale

### 2017: In honour of pasta, truffles, and Jupiter!

New organic fine-food & wine from LaSelva in Tuscany mark changes in processing, cultivation and Italian food culture.



**Gräfelfing & Toskana, January 2017: At LaSelva Tuscan organic fine-food and wine, new specialties mark changes in processing, cultivation and in Italian food culture. With large format packaging, LaSelva is gearing up to meet the needs of families, large gatherings of food lovers, organic gastronomy and caterers with delicious culinary delights. The new “Pasta Toscana”, produced in**

**the Tuscan town Arezzo, uses durum wheat from LaSelva. A special Italian delicacy: Truffles on dried tomatoes and green olives now enhance the organic pesto range. The lemon marmalade beautifully rounds off the new food experience. With a “salute” to Jupiter, the cantinaLaSelva presents its first edition of “Tins'vil”, the new spumante di qualità brut from “blanc de noir” and a Merlot from the Maremma. A special labelled wine edition will enhance the “arte & vino in cantina”-festival in LaSelva in 2017.**

### I. Organic food & wine from Tuscany and from across Italy

**Pastificio di Arezzo dal 1848: New “Pasta Toscana” traditionally manufactured from LaSelva durum wheat.**



Light-coloured pasta, especially spaghetti and penne, will always be a favourite in Italy. The LaSelva Tuscan organic fine food remains faithful to this tradition with the new **Pasta Toscana in the Mezze Penne and Spaghetti format**. Furthermore, LaSelva fans now enjoy organic pasta made from 100 percent durum wheat from the LaSelva's 791 hectare organic farm in southern part

of Maremma. The mild weather in the spring and the hot summer days suit the durum wheat grown on the Tuscan clay soils. The crop has been processed in the Tuscan town of Arezzo into the delicious base for salsa and pesto. The pasta is made in a traditional factory after a short journey from the farm using experience gained since 1848.

“Pasta Toscana” is a comparatively simple but indispensable product from the LaSelva organic farm. *“Our durum wheat has been part of the rotation for over 35 years; a rotation which maintain soil fertility naturally. 64 tons of LaSelva wheat from the*



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*expanded wheat area will now for the first time account for all of the wheat in our 'Pasta Toscana'!*", says Christian Stivaletti, the graduate food technologist and managing director of LaSelva.

### **Cucina raffinata con pesto: Truffles on dried tomatoes and green olives.**

The black truffle reveals its culinary character on the strong, creamy base of dried tomatoes in the new organic gourmet pesto "**Pesto al tartufo**". Truffles had long played a role in the "cucina LaSelva". In combination with the pomodori secchi, the organic fine-food producer LaSelva has developed this new pesto in which flavours harmoniously merge.



In the second new organic pesto creation from LaSelva, the typical Mediterranean taste of the green olives is rounded off with parsley and capers. The sunflower seeds give the "**Pesto di olive Verdi**" a nice consistent texture. With truffles and olives, LaSelva organic pestos are fine delicacies!

### **cantinaLaSelva: A bianco Spumante di qualità brut wine from red Sangiovese grapes, a Maremmanish Merlot and the event "arte e vino in cantina".**



"**Tins'vil!**" said the Etruscans. That means in honour of Jupiter. Today, LaSelva fans toast the Tuscan organic winery with particular enthusiasm with the similarly named "blanc de noir" spumante. The new "**Tins'vil Vino bianco Spumante di qualità brut**", the bright brut from the red Sangiovese grape, fresh and smooth on the tongue. Its grapes tell of their Etruscan homeland, the Maremma, a hilly landscape

on the Tyrrhenian coast. Here "Giove", in English "Jupiter", is still remembered with a glass of Sangiovese.

With the new "**Merlot Rosso Toscano IGT 2015**" the Naturland-certified cantinaLaSelva from Tuscany produced a Maremmanic interpretation for Merlot fans. In the LaSelva climate, the early Merlot grapes are cultivated for a fruity, full-bodied wine, which is ready to enjoy after a short period in store.

**A special labelled wine edition** will enhance the "**arte & vino in cantina**"-festival in **LaSelva** in 2017. In 2016, Maremma artists of international renown exhibited paintings, objects and sculptures in the cantina. More information on the creative wine event planned from 27 to 28 May 2017 is available at the BioFach and the wine fairs in 2017.

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### **Marmellata di limoni:** the much-loved orange with the sweet-sour lemon.

The resonance from gourmets to the “Marmellata d'arance” citrus product was so positive that LaSelva produced a sweet and sour lemon variant with the organic marmalade “**Marmellata di limoni**”. The lemon peels of the sun-ripened fruit from the south of Italy give the fine and creative cuisine a tart, delicious lemon kick.



## II. Italian living and cuisine

### **Per la famiglia & gli amici:** The LaSelva classic Salsa Pronta and diced tomatoes in large format.

Italians prefer to cook fresh food. However, in everyday life, time is increasingly scarce for the people of the South. However, on the weekends, people still cook elaborately for their families and with friends. “*Food is particularly important in Italy, people budget to eat out more. Food is always an opportunity to get together and enjoy, even if it is simple food*”, says Monika Mayer, the graduate engineer of LaSelva, who has lived in Tuscany for 17 years.



With large format packaging, LaSelva is gearing up to meet the needs of families, large gatherings of food lovers, organic gastronomy and caterers with delicious culinary delights. Two popular LaSelva classics are now available **in 520 g jars**. The easy-to-prepare organic tomato sauce with freshly sourced vegetables “**Salsa pronta**” and the popular basic for cooking “**Pomodoro cubettato**” with peeled, diced organic tomatoes are now available alongside the existing LaSelva large formats, e.g. in the pesto & pasta range.



### **Contraddizione?** Fresh and convenient ... not a contradiction for LaSelva.

The basic organic products from pure tomatoes, spices and herbs as well as salsa and pesto are fine ingredients for cooking with fresh foods as well as for a quick meal. “*With LaSelva products in your kitchen, you can cook delicious pasta dishes combined with seasonal vegetables. For example, boil broccoli in florets for five minutes, then add pasta to the same water, boil until the pasta is firm and mix the whole thing in a pan with our curry and flower pesto from pumpkin*”, enthuses the quality manager and product developer Monika Mayer.



**LaSelva products are free of unnecessary ingredients:** The goal is enjoyment of food capturing the intense, unadulterated, pure flavour of the seasonal vegetables in the jar shortly after harvest. This is both organic and fresh cooking to get the full, natural taste on the plate. The result is seasoned according to taste.

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### III. Attention to detail in the processing

#### **Grande formato: Polpa in 5 kg packs for organic gastronomy and caterers.**



The LaSelva factory in Donoratico extends over 12,000 m<sup>2</sup>. A natural reed bed water purification system has been installed, a second steam generator was purchased, and the store capacity has been doubled with an increase of 4,800 m<sup>2</sup> last year. Two production lines produced almost 20 million jars of salsa, polpa, pesto and other organic specialties. New for the first time was the aseptic unit which can fill larger bag formats in parallel to the glass jar lines. So now the sweet, fresh tomato crop can be purchased as fine organic tomatoes, as “**Polpa fine**” in 5 kg bags for gastronomy and caterers.

Between the bottling and pasteurisation plants, onions and other products are peeled by hand in the factory reorganised to optimise the hand work. The employees at the LaSelva farm, which is one hour distant from Donoratico, often support their colleagues in the factory. Based on three generations of experience, the factory is now one of the five largest tomato processing facilities in Italy, which exclusively processes organic tomatoes.



#### **La trasformazione: every jar with its own delicate character.**

The factory on the farm has reorganized its processing facilities in 2016, thus optimizing the premises for craft food manufacturing. It produces one million jars per year, 77 per cent of which is antipasti and processes 150,000 kg of herbs fresh from the field for pesto creations.

Whether pesto in large or small batches, whether salsa in large or small format, bottled on the estate or in the large plant in Donoratico: every LaSelva organic specialty has its own delicate character.



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#### **Press service: [www.laselva.bio](http://www.laselva.bio)**

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

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**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.

**Whether vegan, “free from” or low allergy: a large proportion of the about 200 organic fine-food specialities and the 15 organic wines meet current demands.** The diverse foods from LaSelva range from the multi purpose tomato, to olives, anti-pasti, conserved vegetables, fine jellies, pesto, vinegar and olive oil. International prized wines, prosecco and spumante, espresso coffee, passito and grappa, cantucci, pasta, pizza bases and confectionary complete the Italian fine-food offer.

**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.

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

**791 ha total area:** 84 % arable, 6 % grassland, 10 % Mediterranean forest.

**Crops:** 60 ha tomatoes, 6.7 ha basil, 2.6 ha other herbs, 31 ha vegetables, 6.0 ha fruit crops, 16 ha sunflower, 216 ha cereals, 293 ha forage, 31 ha vineyard.

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

**Winery:** 180,000 bottles of redwine, 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 m<sup>2</sup> 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.**

Between 230 and 265 colleagues work for LaSelva in sales, cultivation and production in several countries. The employees in cultivation and processing come from the local area and are paid according to agreed official tariffs.