



Novità di LaSelva

After a rich harvest in Italy: organic food creations from the Tuscan LaSelva fine-food kitchen & cantina.

Roasted aubergine with tomato, fruit-based oriental salsa, spicy pesto, sweet orange marmalade, new products in the oil & vinegar range, and a Riserva from Sangiovese grapes.

Gräfelting & Tuscany January 2016: The organic estate LaSelva in the Maremma enjoyed a rich harvest. Over Italy and in Tuscany, last year's weather suited not only sun-seeking Agritourism holiday-makers but also our field crops, olive groves and vineyards. So nothing stood in the way of realizing ideas for new fine-foods.



LaSelva: further developments building on a successful harvest and production.



800,000 antipasti & pesto jars, including 50,000 of the LaSelva specialty "Pomodori semiseccchi" left the farm's own factory. In the tomato processing in Donoratico, 3-shift operation was introduced. The olive trees of the grove of 60 year old trees recently taken over by LaSelva yielded 3,650 kg of extra-virgin oil.

LaSelva was only 35 years old last year, but has already shown its full potential under the guidance of organic pioneer Karl Egger. The German-Italian "famiglia" now includes Christian Stivaletti as the new managing director of the estate. The work continues and LaSelva is expanding its growing and processing as well as the cantinaLaSelva.

Salsa & pesto: salsa and pesto with contrasting combinations of tastes.

We have focused on exciting new tomato salsa creations. For the first time LaSelva combined its traditional Tuscan vegetables with fruit. "Salsa Baharat" brings the acidity of tomato together with the sweetness of dried apricots, all accompanied by an oriental spice mix. There is also a salsa with "Pecorino Romano" and a salsa with a variety of fine vegetables and roasted LaSelva aubergines. The new roasting process enhances the vegetable taste giving a new LaSelva note.

PRESS RELEASE



The new "Pesto piccante pecorino" with 40 percent dried tomatoes combined with hot chillies from LaSelva fields joins the basil pesto range. The red, spicy variation is now one of the 13 organic pesti that along with tomato products is the focus of most of the growing and processing at LaSelva.

Vinegar and oil range: condiment and balsamico based on over 70% grape must, and a balsamic cream with the natural essence of lemon.

The fruity, light-coloured Signora "Sofia" and the full-bodied, dark Signor "Luigi" are the new couple from LaSelva: fine organic foods for adventurous cooks who use condiments and balsamic vinegars not only on salads. Depending on the individual product, they are based on 70 to 73 percent of grape must.



Along with cocoa and chilli, a natural lemon extract brings a new flavour variation in the balsamic "crema" series from the organic fine-food producer LaSelva.

Dolce: sweet, fresh orange.

For "dolce" and for creative cuisine, LaSelva processed harvest-fresh organic oranges with their peel to "Marmellata d'arance", expanding the Confettura selection.

cantina LaSelva: the first RISERVA.

This wine "Morellino di Scansano Riserva DOCG Colli dell'Uccellina" with 85 percent Sangiovese and 15 percent Merlot from the vintage 2013 shows how good a Riserva can be. A subtle spicy note from 12-months aging in French oak barrels rounded off by excellent fruit. After a further 12 months in steel tanks and bottles it is drunk as a cellar wine after 3 to 6 years.



Tradizione & passione: intense, natural flavour - without additives.

LaSelva wants to capture the unadulterated natural taste of freshly harvested produce for its customers. "Nothing left out - nothing added" is the motto and guiding principle for cultivation, recipes, manufacturing and processing. All with meticulous attention to craftsmanship and Tuscan recipes. All with a passion for nature and enjoyment.

Whether vegan, "free from" or low-allergen: most of the approximately 200 fine organic food products and 12 organic wines meet the requirements of vegan and low

PRESS RELEASE



allergen markets. The diverse LaSelva whole-food and gourmet ranges extends from all-rounder tomato products to olives, antipasti, pickled vegetables, fine confits, pesti, vinegars and olive oil. Internationally acclaimed wines, caffè espresso, “passito” and cantucci, pasta, pizza and pastries and jams complete the Italian fine-food offer.

Lista delle novità – New products list

Four tomato sauces: oriental, with hearty roasted aubergines, with fine vegetables, and with Pecorino Romano.

Salsa Baharat: Baharat tomato salsa with oriental spices

(280 g, RRP 2.95 €/Pk.)

The natural sweetness of freshly harvested fruit has always been important to the Tuscan organic pioneer. Fruit spreads are made from sweet grapes from the farm's own vineyards and peaches are hand-peeled, ideal for adding Mediterranean fruit to a cake in winter.

With the new "Salsa Baharat", LaSelva has created a combination of traditional Tuscan vegetables with fruit. The intense flavour of tomatoes fuses with the sweetness of dried apricots. An oriental spice mix gives the organic tomato sauce a special touch. With this product of Italian origin, the organic fine-food producer makes an excursion into the wider gourmet world.

Ingredients: tomatoes* 86%, sunflower oil*, concentrated grape juice*, sea salt, dried apricots* 1%, spices* (contains LOVAGE* and MUSTARD*) 1%, basil*. *from certified organic farming



Salsa con melanzane brasate: Tomato salsa with roasted aubergine

(280 g, RRP 2.95 €/Pk.)

The roasting process gives the new “Salsa con melanzane brasate” a wonderful vegetable flavour. The aubergines from the Tuscan fields of the LaSelva organic estate are roasted in oil in a large pan. In combination with sweet onions, basil and garlic, mild aubergines reveal a special taste in the organic tomato salsa.

Ingredients: tomatoes* 81%, aubergines* 7%, onions*, sunflower oil*, sea salt, basil*, garlic*, carob flour*. *from certified organic farming



Ragù di verdure a cubetti: Tomato sauce with diced vegetables

(280 g, RRP 2.95 €/Pk.)

The new chunky organic tomato "ragù di verdure a cubetti" is 23 percent vegetables. Aubergine, onion, carrot, zucchini and peppers fuse with tomato, all cooked without oil: a fine, low-calorie version of LaSelva salsa range.



PRESS RELEASE



Ingredients: tomatoes* 76%, vegetables* (in variable proportions: aubergines*, onions*, carrots*, courgettes*, peppers*) 23%, sea salt, carob flour*. *from certified organic farming

Salsa con pecorino: Tomato salsa with sheep's milk cheese
(280 g, RRP 2.95 €/Pk.)

Enhanced with cheese, the new "Salsa con pecorino" is an exception amongst the 200 organic LaSelva specialities. 92 percent organic tomato seasoned with the spicy "Pecorino Romano".

Ingredients: tomatoes* 92%, sunflower oil*, pecorino cheese* 1, 9%, sea salt, carob flour*, pepper*. *from certified organic farming

CucinaLaSelva: For convenient everyday cooking – fresh from the field, and pronto. For “salsa”, LaSelva fills freshly harvested crops into jars. The finished organic tomato sauces can be quickly heated for adding to pasta. In just a few minutes, a Mediterranean aroma fills the kitchen.



Pesto piccante con pecorino: Spicy tomato pesto with sheep's milk cheese
(130 g, RRP 3.65 €/Pk.)

For basil pesto with feta cheese we now have the new “Pesto piccante con pecorino” with 40 percent dried tomatoes combined with hot chillies from LaSelva fields. The red, spicy product is now one of 13 organic pesti that, next to the tomato products, is a mainstay of growing and processing at LaSelva.

Ingredients: dried tomatoes* 40%, extra virgin olive oil*, tomatoes* 23%, PECORINO CHEESE* 2%, chilli* 0, 9%, pine nuts*, basil*, garlic*, pepper, sea salt. *from certified organic farming

StoriaLaSelva: Pesto de LaSelva. For over 20 years, LaSelva created diverse pesto recipes with spicy herbs and with a diverse range of ingredients such as squash, celery and tomatoes. Vegan or with cheese, curry or chili, processed in extra virgin olive oil or sunflower oil, every year new creations leave the estate. Mediterranean classics such as basil, parsley and arugula harvested from the fragrant LaSelva fields by hand and processed within 24 hours.



CucinaLaSelva: Pesto fans should add less salt when boiling pasta. Pasta is then perfect with the spicy pesto.



PRESS RELEASE



"To make a typical Italian primo mix the pesto cream with a little pasta water, add the al dente cooked pasta to it - finished. Pesti can also be refined with one third butter," says Monika Mayer, Dipl.-Ing. Food Technology, who has been working for 17 years for LaSelva and lives in Italy, "Pesto is used here only for pasta or in pesto lasagne. However, it also tastes good in vegetable soups and risottos, with cooked meat, and in salad dressings, as a dip for raw vegetables or on toasted bread and sandwiches – the possibilities are limitless!"

Marmellata d'arance: Orange marmalade from fresh citrus fruit

(220 g, RRP 2.95 €/Pk.)

It takes 89 grams of freshly harvested citrus to produce 100 grams of the new LaSelva organic orange marmalade. LaSelva processes the fresh organic oranges in Tuscany, including the peel, according to its own recipe. This first marmalade now joins the eight existing jams as "Marmellata d'arance" in the organic fine-food producer's dolce range of organic delicacies.



Ingredients: oranges*, cane sugar*. *from certified organic farming

Cucina LaSelva: The fruity organic marmalade is a classic spread for breakfast, or for use with yogurt, cottage cheese or cereal. In Italy, orange marmalade is combined with ricotta or, as is common elsewhere, used on bakery products.

Vinegar and oil range: condimento & balsamico made from over 70% grape must, and a balsamic cream with the natural essence of lemons.

The fruity, light-coloured Signora "Sofia" and the full-bodied, dark Signor "Luigi" are the new organic fine-food couple of LaSelva for experimental cooks who use condiments and balsamic vinegars not only on salad. They are always more than 70 percent grape must.

Sofia Condimento bianco: White condiment "Sofia"

(250 ml, RRP 8.45 €/Pk.)

"Sofia Condimento Bianco" guarantees full-fruit sour-sweet pleasure. A light-coloured condiment such as this from the organic LaSelva range is found in every gourmet kitchen in the balsamic vinegar-metropolis Modena. What is special about Sofia is that it provides full flavour due to its high proportion of grape must at 73 percent and it impresses because of its light colour for fish, salads, fruit and with sweet foods.

Ingredients: concentrated grape must* 73%, white wine vinegar*. *from certified organic production. 5 percent acidity.



PRESS RELEASE



Luigi Aceto balsamico di Modena IGP: Balsamic vinegar from Modena IGP “Luigi” (250 ml, RRP 8.45 €/Pk.)

Because of its intense sweet fruit, LaSelva decided to expand the organic fine-food vinegar range with this new full-bodied and viscous balsamic vinegar from Modena IGP, 'Luigi'. Produced and matured in the tradition way, the high grape content at 70 percent makes Luigi a great companion for meat, cheese and desserts on special occasions. Full-bodied, strong balsamic vinegars such as this one are also used in Modena to season strawberries.

Ingredients: cooked grape must* 70 %, wine vinegar*. *from certified organic production. 6 percent acidity.

Crema gialla al limone: Light-coloured balsamic cream with lemon (250 ml, RRP 5.95 €/Pk.)

Along with cocoa and chilli, a natural lemon extract brings a new flavour variation in the balsamic “crema” series from the organic fine-food producer LaSelva. Along with the mild acidity of “condimento bianco” the lemon gives the light-coloured cream a fruity freshness, perfect for salads, sauces and desserts.

CucinaLaSelva: The intense yellow of turmeric is the foundation of the natural yellow of this lemon balsamic cream which is very decorative on the plate in combination with red fruits and chocolate and white mousse for example. The "crema" can be used in varied ways to season sauces, desserts and salads. Also suitable for vegan dishes.

Ingredients: concentrated grape must*, white dressing 20% [wine vinegar* (wine*, water), concentrated grape must*], lemon extract 1%, xanthan gum, turmeric*. *from certified organic farming

RISERVA-class from cantinaLaSelva: Morellino di Scansano RISERVA Colli dell’Uccellina DOCG 2013 (750 ml, eVP 19.50 €/Pk.)

Soil and climate of the southern region of Maremma brings strength and warmth to the Tuscan Sangiovese grape. **CantinaLaSelva** is committed long-term to this grape which is now well-known beyond its home region. The Cantina now offers six Naturland-certified Sangiovese wines with different characters: stored in stainless steel tanks or oak barrels, as Cuvée or as pure varietal wines, vegan and with little or no sulphur.

The wine “Morellino di Scansano Riserva DOCG Colli dell’Uccellina” with 85 percent Sangiovese and 15 percent Merlot from the 2013 vintage shows how good a Riserva can be. After 12-month aging in French oak barrels, this wine has subtle spicy notes that complete its excellent fruit. After a further 12 months in steel tanks and bottling, it is best enjoyed as a cellared wine after 3 to 6 years.



PRESS RELEASE



A concentrated ruby-red tone adds to the enjoyment of the complex structure: the Riserva treats the nose to pleasant spicy, fresh notes of red fruits, black current and vanilla. Full on the palate, elegant and at the same time balanced, warm and soft on the finish, this wine is exemplary of its class.

CucinaLaSelva: The Morellino Riserva is a versatile, full bodied companion. Served in a large glass at 18 °C it brings the pleasure of roasts, grilled meats and mature cheeses to the point. With the full-blown taste of local grapes, it goes particularly well with Tuscan specialties such as wild boar, pot roasts, potato casserole and pasta with chickpeas.

+++ END +++ Reproduction is free of charges. Voucher copy requested.

Themes for 2015/16: enjoyment, tradition and responsibility.

Anniversary portrait 2015 and images: Read and see more about LaSelva at www.laselva.bio/presse.
“Sustainable organic!”: As a member of the BNN (Bundesverband Naturkost Naturwaren e.V.) LaSelva is taking part in the online campaign “Nachhaltig bio!” (www.nachhaltigbio.de)

Press information: www.laselva-bio.eu/presse
(under “Service”)



Press information and new pics (about products, LaSelva, nature, processing, growing, harvest), **interviews, press excursions, media cooperation.**

Service: www.laselva.bio

All product pictures (Benutzername: “plaselva“, Kennwort “feinkost“)

Film in the videotech about cultivation, harvest and processing
(also as DVD in German, English, Italian, and French)

Contatto: Contact

LaSelva Toscana Feinkost-Vertriebs GmbH

Denise Kaltenbach-Aschauer (Press contact), Pasinger Str. 94, DE-82166 Gräfelfing

Telephone 00 49 89/89 55 80 68-78, Telefax 00 49 89/8 54 56 52

Mobile: 0049 (0)162/708 40 07

E-Mail: denise.kaltenbach-aschauer@laselva.bio

International: LaSelva in specialist stores.

LaSelva fine organic foods are produced for the home market in Italy and for markets in Germany, Switzerland, Austria, Scandinavia, France, Poland, Czech Republic, Romania and Japan. LaSelva products are to be found in fine-food shops (whole-food stores and organic supermarkets), in health food stores, and in wine merchants.

Environmental awareness: organic identity, control and certification.

The environmental awareness and corporate responsibility of LaSelva influenced, through Karl Egger, the founding of the Association for Organic Agriculture “Naturland e.V.” LaSelva was the first organic farm in Naturland outside Germany. Because all suppliers do not have Naturland certification, LaSelva products, depending on the origin of raw materials, are certified by ICEA (Istituto per la Certificazione Etica e Ambientale) and partly through Naturland and according to EC Directive 834/2007.

PRESS RELEASE



Through its many years of experience in organic food production, LaSelva requires high standards from partners, offer high transparency to customers and guarantees personal involvement in control and monitoring for many years through its own local, regional and national network. The sourcing of raw materials from outside Italy is limited to those products that are difficult to be obtained here or which cannot be produced in Italy, for example walnuts, cashew nuts, and spices.

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

668 ha total area: 74 % under cultivation, 17 % grassland, 9 % Mediterranean forest. 45 ha tomatoes, 6,5 ha basil, 45,6 ha herbs, 27 ha vegetables, 180 ha cereals, 6,5 ha fruit, 110 ha forage, 55 ha nitrogen fixing crops (faba beans etc.), pasture and compensation areas, 23 ha vineyard.

Animal production: 130 Chianina cattle (suckler cows with followers) as well as 80 Apennin sheep.

Winery: Production of about 200,000 bottles per year.

Own processing: On-farm processing and manufacture, 7,000 m² processing unit in Donoratico.

Organic certification: according to EC directive 834/2007, certified through ICEA (Istituto per la Certificazione Etica e Ambientale) and partly through Naturland e.V.

Staff: 74 permanent jobs (at LaSelva società bioagricola a r.l. in Italy incl. LaSelva Toskana Feinkost-Vertriebs-GmbH in Germany) and up to 90 workers from the local area in growing and processing.

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

Farm tours and product sampling: on request.