

PRIMO ESTATE

2014 JOSEPH First Run Extra Virgin Olive Oil Celebrating 25 years of Fresh Seasonal Produce

Heralding the start of the new season the 2014 JOSEPH First Run Extra Virgin Olive Oil is **the first and freshest oil to be released** each year. As the name suggests, this Australian gourmet icon is the very first run of oil from the harvest's first crop. The yield per tonne is low but the olive fruit characters are at their most intense.



Joe Grilli's Tasting Note

The vibrant fresh olive fruit characters seamlessly blend with a clean, peppery finish. Long and textured, green banana, grassy characters are evident.

Region

Joe Grilli first knocked on olive growers' doors from the Adelaide Hills all the way down to Mount Compass back in 1989. 25 years later Joe still works with many of the same growers and has seen the groves ripen into full maturity.

Growing Conditions

2014 was a warm growing season with the best parcels of fruit coming from cooler climate groves located in the Adelaide Hills.

Harvest

JOSEPH First Run uses fruit picked during the early part of the harvest season, the first fruit was pressed in late May and after blending the First Run oil was bottled on 6th June. Joe Grilli picks the finest parcels from the different groves and varieties to produce the very best oil of the season.

Olive Varieties

The stand out parcels for this season were Frantoio from Woodside (75% of the blend) and Leccino from Mt Pleasant in the Adelaide Hills (25% of the blend).

Picked

Throughout late May and early June. Bottled whilst still cloudy on the 6th June for immediate release.

Oleic Acidity

0.15%

Blender

Joe Grilli

Region

Woodside and Mt Pleasant, South Australia

Best enjoyed

Enjoy this oil at its peak freshness before winter 2015

Food matches

With fresh bread or drizzled over any dish from our new 'Primo Style' book of family recipes

Agents:

Available from all good food stores including Mercato (SA) and Simon Johnson (Australia wide)



"I love the
JOSEPH First
Run olive oil
every year and
it's my first
choice for Aria."

Matt Moran



The home of
JOSEPH
wine and olive oil.

As Trustee for the
Grilli Family Trust
ABN 54 370 990 754

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