



THE ACT OF CHOOSING



Buying something is a simple act we do every day. Often, it is impulsive and, even more often, it is automatic.

A bottle of oil on the supermarket shelves. It's one of many. We pick it up, give a quick glance at the label, colour, overall appearance, and the price.

At Fabbri we frequently ask ourselves if the person performing this simple act is aware of what goes into a bottle of our oil. What it contains.

Its quality.

Quality that derives from the history behind the oil and the culture to which it belongs.

But it also derives from the stories about our company, about the people who work here now, and about those who used to work here.

Our present and our past.

FABBRI
LUCCA



Oil and the way we see it

Oils can have very different characteristics. Understanding which are the most representative and the most genuine, for the consumer as well as for the producer, is not an easy task. It is only practical experience that can help to find the answer.

“Real” oil is not a question of marketing, stereotypes or agritourism, but of people, their knowledge and their background. It is the result of memories, of ethical values that are sometimes hard to live up to, of a culture of wit, thrift, and with a faith in the future that is both vigilant and conscientious. It is the result of an outlook on life that respects people and nature.

For us, real oil is Alberto's. He is 82 and has a farm in Chianti. One morning in February a strong north wind was blowing and he was in a hurry to settle up for the 300 kilos of oil he had sold us because he had to collect his grandson from school, give him something to eat and then rush out with his stepladder and billhook to start pruning his one thousand olive trees. He knows every single tree and says they are all the Moraiolo variety, that's why his oil is the best in the world.

And there's Adeliso's. He has a beautiful farm in Sicily and he says his vineyards make much, much more money than his olive groves.

But you can't destroy olive trees to make room for vineyards because you grow fond of them; in any case, it would bring bad luck.

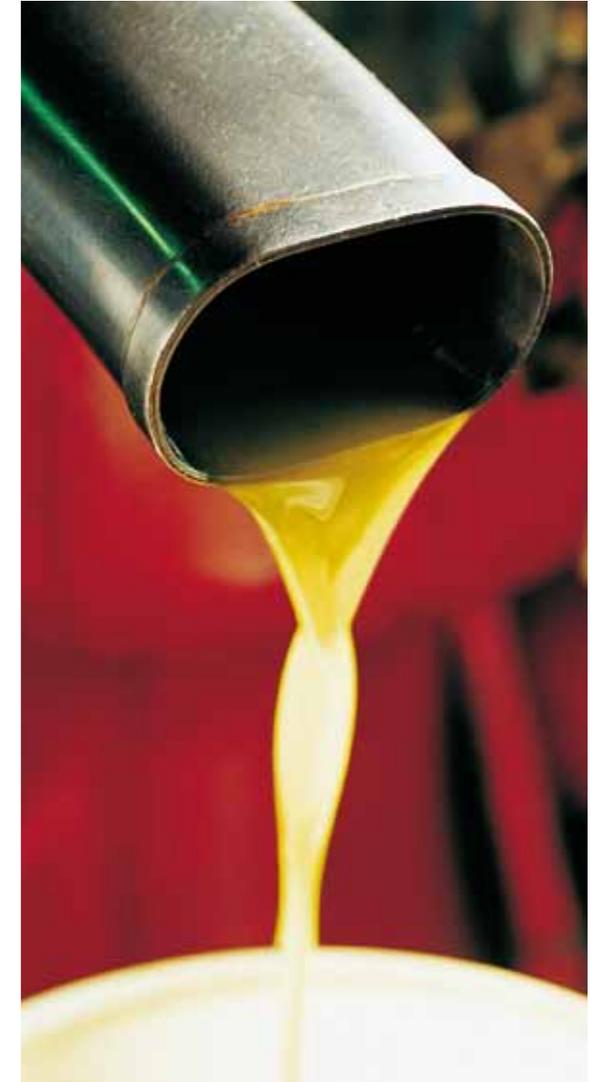
Then there's Pietro from Torremaggiore. He says “You see, I keep the oil here in the cellar where it's cool and dark and he can rest better. How would I be able to make good oil otherwise?”, referring to the oil as “he”, as if it were a person.

And “Principino” from Bolgheri. When you call him to say you've finished your oil and would like more, he says “So, you've finished it already. Oil lasts you as long as a cat does on a main road. I can't be expected to make a lot of oil that's good as well.”

Every so often Aldo, the mediator, says: “We won't try to bring down his price: he's an expert, his oil is exceptional and, anyway, he needs the money.”

We get our oil a little at a time, batch by batch, from these and other farmers whom we have known for many, many years. We bring it all together gradually, seeking those flavours and perfumes that only certain farmers know how to get from their olive trees.

Luciano and Loriano Fabbri





Quality that derives from history

Our offices in Lucca and, on the right, Piazza Grande and the Stella Polare Bar, the historical site of the oil market.

The history of oil began in Palestine about 7000 years ago. The cultivation and use of the olive tree accompanied the development of Mediterranean civilisation.

With the exception of the vine, in Greek, Roman and Christian cultures no plant has been as important as the olive: its value is not only economic, but symbolic, as legends, folklore and religious rituals demonstrate.

It is for this reason that today oil and wine go hand-in-hand with respect for the land and the culture that produced them.

The history of Fabbri Oil began in the early Sixties



and the Saturday morning crowds at the Stella Polare Bar in Lucca. It was the place where the oil mediators and sellers met every week. A place of exchange which for us, under the guidance of our father and founder of the company, was also a place of learning.

It was there that we began to taste the oil, to identify its flavours and personalities. It was there that we first came into contact with what would become our world, the people who would become our suppliers, the mediators with whom we still work to this day, and some of our best customers.

Gastronomic affection

That was how our oil culture was formed; it has shaped our company and oriented our production and business choices. In practical terms, in respecting this culture we have focused our attention on the quality of the product.

By opting for rigorous, continuously evolving production processes. By basing the management of these processes on the skill of the people who see them through.

We were born in Tuscany, the most famous oil region in the world. Here, people know about oil and how to evaluate it.

The olive trees that dot the backgrounds of 14th

century paintings of the Tuscan school aren't there just to depict a landscape, but to convey an affection that is gastronomic.

It therefore follows that producing oil here means being judged by an array of the most demanding connoisseurs in existence. The work we have done to acquire, and keep, the trust of these consumers has shaped the face of our company, and has imposed meticulous choices.



Leading-edge plant and technology – on this page, the storage silos; on the following pages, the bottling lines – must always bear in mind that oil belongs to a deep-rooted Tuscan tradition.



Work based on choices



Our work is based on choices. First and foremost, this means tasting, assessing and selecting.

Three operations that involve choice. And our day-to-day work is exactly this. Just as our father's was when he ran the company.

Oil is a delicate product: even if only one stage of the production doesn't go as it should, quality and flavour are immediately affected. This is why our profession is not an easy one: it requires skill, rigour and precision. We have to appraise the work of others: the farmers who produce the olives, the millers who crush them, the mediators who sell the oil. We are at the end of a long chain of relationships.

But this places us in the perfect position to do what



we are interested in: taking care of quality.

Choosing means trusting that a job has been done well and, in return, gaining the trust of those who consider our job has been done well. This is how our oil comes into being.

Knowing the oil

The doyen of the people who sell Fabbri oil, a salesman from Lucca who, in more than fifty years in the business, has created a circle of hundreds of customers, – private citizens, restaurants and retailers – declares that the oil he sells is the oil he himself consumes. Over the years, he says, his sales area has extended beyond the confines of the region, where people are less knowledgeable and confident about the choice of oil.

He knows his market inside out and he is perfectly aware – and doesn't hesitate to say so – that at first many of his customers would have been unable to distinguish between a top quality oil and an inferior product. However, he is convinced that a policy of producing a less rigorous product would have penalised his trade in the long term. When we ask him why, he promptly answers: "People are quick to learn about oil and who sells it."

Nowadays, consumer awareness – which is also due to concern about health and diet – is more than ever respected by companies. In these terms, we fully agree with the common sense and sales strategy of our most senior salesman.

And his story is also similar to ours.

Over the years, we too have crossed regional borders.

Today, we sell our oil not only in Tuscany, but all over Italy, Europe, America and Japan. We export to countries that know little or nothing about oil. And to find out about it they have to put their trust in the people who sell it to them.



Links of trust

For a company, an increase in production volumes signifies making many changes. In technologies, personnel, expertise. And sales policy.

We have put a lot of effort into the management of our constant growth.

We have had to change everything in order not to change the only thing that is really important: our oil. In other words, the relationship of trust that links the person who makes it to the person who buys it.

And especially the person who is approaching a food for the first time and needs greater guarantees.

Our company has chosen to offer these guarantees. It can because it is the last link in a chain of processes and relationships that have been created over the years.

In the end, by opting for a product of quality we have put the greatest trust in our consumers. In their ability to choose. Today, we are pleased to know that we were right. There is an increasingly positive response from foreign markets as well as from the national market. And the regional market continues to come to us. In short, we haven't lost anyone along the way,

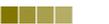
not even our most demanding customers. This result is a confirmation that we have made the right choices. But, more than that, we are comforted by it. By selling a product that is worthy of our country and our culture on national and world markets, we contribute to safeguarding their qualities. The value of what we do, the real difference, lies in these qualities.

Today our oil is on the shelves in major distribution chains.

One bottle amongst many. But different. Just as the act of choosing is different.



One bottle amongst many. But different. Just as the act of choosing is different.



The Products

Biologico

Nostrale di frantoio

Nostrale filtrato

Toscano IGP

Classico



This is our grandfathers' oil. But now that our grandfathers are no longer with us, to make it today we have had to find farmers who are motivated by a strong sense of ethics and who are inspired by a notion of a world that belongs as much to the future as to the past. Their oil has an extremely clean, olive fruitiness, a perfectly balanced fragrance.

The quality and flavour of Biologico Fabbri oil is explicit, unmistakable. It comes from groves on mid-to-high hillsides, from olives that are harvested early to avoid attack by olive fly. The result is a fairly full-flavoured oil with a pleasantly sharp taste and a fragrance that hints at young walnut, artichoke, grass and sweet almond.

The oils from organic farms are guaranteed by the producer and certified by the consortia that monitor them.

Before selection, they have already undergone specific analyses to pick up any trace of approximately fifty contaminants, pesticides and chemical fertilisers. In our turn, the organic oils we select undergo one hundred and thirty checks to provide the product and consumer health with even greater protection.

Nostrale means homemade and it is a word that embraces all the tradition of an area that has made Lucca oil famous throughout the world. Nostrale is our oil. Oil with the flavour of Lucca. The oil that must be liked by us, the one we take home and gift to our friends.

An oil that associates objective quality with a specific flavour that responds entirely to our emotions.

Naturally dense, this integral oil is exactly as it is when it leaves the mill. It contains all the oil's natural vitamins and antioxidants.

After a decanting period in steel silos, it is bottled without being filtered.

It is an oil with a decisive character, the fragrance of green olives and artichoke, and it conveys a sensation of great balance.

Slightly spicy on the palate, it calls to mind the flavour of young walnut and the taste of burnet.

A truly harmonious, rounded oil.

The requirement for filtered oil started in the Seventies to counteract the invasion of seed oils into Italian kitchens. It clarifies an oil that is naturally dense.

It is an oil with a clean, distinct flavour. The aroma calls to mind green grass and olive leaves, with delicate notes of sweet almond. A flavour that is subtle and slightly spicy, with the fruitiness of olive and cool walnut, it leaves a clean, pleasant taste on the palate.

Tuscany is the land of towers and belfries, and proud of itself to the point of being boastful. An oil is Tuscan if it is produced in this land but also, and more especially, if it reflects its character, culture and history. This is a land that has seen everything and knows everything. And there is only one thing it won't forgive in its people or its products: ignorance.

A thousand green reflections, aromatic, astringently sharp when young, full-flavoured and velvety when mature.

You either love it or you don't understand it. Its delicate notes of artichoke, leaves and grass overlie warm hints of ripe olives and a superb, intense fruitiness. It is decisive and spicy on the palate, with a fruitiness that is never extreme or strident. A wonderfully balanced oil.

We were the first to obtain IGP (Protected Geographical Indication) certification for our Tuscan oil. We are proud of it because we consider it to be a symbol of respect for the people who cultivate our land and who enjoy our oil.

This oil was inspired by Don Bruno, an elderly, sharp-tongued and quarrelsome country priest, eternally up-in-arms about winemakers: "a lot of palaver about crops and cultivation, and bottles at 20 euros a time, while some poor devils have to put up with methanol and wine in cartons."

This is his oil. A borderline product that every day measures the correctness and strength of an idea: to forget the consumer and remember the person. But it is also ground where the fight against competition is toughest. A good oil, but for a large number of customers.

A reasonably-priced oil that doesn't compromise on quality.

The result is a harmonious oil with notes of artichoke and green tomato and a hint of almond. It has an overall sweetness on the palate with a touch of spiciness and a lovely, clean fruitiness.





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