

Venice Olive Oil Company

FEATURING SURPRISES & DELIGHTS!

PHOTOS PROVIDED BY VOOC
VENICE GULF COAST LIVING MAGAZINE



For thousands of years, olive trees have provided delicious fruit and oil loved by generations of cooking enthusiasts and health-conscious eaters around the world. Enthusiasm for this amazing food source continues to fuel Dennis and Linda Turner, owners of Venice Olive Oil Company (VOOC), to provide the freshest and highest quality Extra Virgin Olive oils to their customers.

VOOC has celebrated its tenth anniversary by doubling the space at its Venice Island store, adding even more culinary delights and housewares. Its vast assortment of olives; pickled fruits and vegetables; grill, pasta, and hot sauces; mustards; jams; jellies; charcuterie supplies; candies; beans; dip mixes; herbs; and spices will inspire the gourmet and give confidence to the novice.

The extra space has also allowed the store to expand its classes from Online Olive Oil Tasting to charcuterie, appetizer, and balsamic vinegar and olive oil pairing classes. The wide

variety of holiday and regional-themed courses offers VOOC the perfect opportunity to showcase its delicious products and share knowledge, recipes, and a helpful hack or two with its customers. Recent themes included a romantic Valentine's Dinner; Springtime Charcuterie; Portugal and Spain; Tunisia and Greece; and Easter Brunch. The sky is the limit for future class offerings by the enthusiastic staff, motivated by Dennis's fun, creative, and diverse purchases.

Under the Turners' enthusiastic ownership, VOOC has doubled its offering of Extra Virgin Olive Oils (EVOO). The Beginner and Advanced Olive Oil Tasting classes, presented by on-staff Certified Olive Oil Sommelier Marci Weidemiller, are a fantastic way to sample the different olive cultivars while learning olive oil history, harvesting and milling, and about the countries from which the oils are sourced.

"Besides being delicious," Dennis explains, "more and more people are recognizing the excellent health benefits of 'good fats' and following an olive oil-rich diet like the Mediterranean

Diet." Ranked as the number one "Best Overall Diet" for four years in a row by US News and World Report, this polyphenol-rich diet, high in vegetables, fruits, and olive oil, can reduce heart disease; lower cholesterol and blood pressure; reduce the risk of dementia, Alzheimer's disease, and diabetes; improve overall health; and extend longevity.

Dennis continues, "Many brands claiming 'extra virgin' status are often not pure and may be blended other nut and vegetable oils, or lower quality olive oils. Moreover, the olive is a fruit, so the freshness and quality of these oils deteriorate over time, as well as with exposure to light or warm temperatures. At VOOC, we assure the highest quality product by using an award-winning reputable distributor trusted in the industry for applying the strictest harvesting, milling, storage, and distribution standards."

VOOC only offers the freshest, "peak of season" olive oils from all over the world. Northern Hemisphere oils from Europe, North Africa and California debut every spring, followed by Southern Hemisphere oils from South America, Australia and South Africa in the fall. Exacting policies are followed regarding the time of harvest, fresh crushing, and first press techniques. Information regarding the country of origin, harvest date, polyphenol count, and other chemical attributes are readily displayed with each cultivar.

In addition to a wide variety of EVOOs, the store also offers an exciting collection of over 30 fused and infused oils in flavors like Tuscan Herb, Blood Orange, Basil, Garlic, Lemon, White and Black Truffle, and Japanese Roasted Sesame.



Premium quality balsamic vinegars imported from Modena, Italy, are also featured. Starting with the perennial favorite, a rich, luscious 18-year-old Traditional Balsamic, the collection is a farmers' market of over 45 diverse and intriguing flavors, including Cranberry Pear, raspberry, fig, apricot, mango, pineapple, wild blueberry, and umeboshi plum.

Along with all the gourmet treats, the store carries other treasures such as an expanded line of olive oil-based skincare and beauty products, greeting cards, cookbooks, artisan soaps, linens, and kitchen accessories. It offers a wide variety of gift sets to suit every budget, a generous customer rewards program, curbside pick-up, corporate gift services, gift wrap, shipping, and gift certificates.

For more information about this advertorial, call 941.483.4200 or log on to VeniceOliveOil.com. Located at 101 W. Venice Ave. in Venice and 8459 S. Tamiami Trail in Sarasota (Palmer Ranch Plaza) VOOC is open 10 a.m.–5 p.m. Mon.–Sat.

