



PRUNETI

Greve in Chianti, 10 December 2020

Starting December 11, the Pruneti Monocultivar 2020 Selection is available for purchase at the Pruneti Extra Gallery, the Frantoio Pruneti and in the online shop at www.pruneti.it. Leccino, Moraiolo and Frantoio are the result of our determination to maximize the excellence of our product and create the "perfect" oil. Whether you choose the convenient but elegant 20ml bottle or the 1lt family-size, you too can embrace the Pruneti Life Style: good, healthy, natural and sustainable.

"Monovarietals, for us," explains Gionni Pruneti, "represent the Haute Couture of extra virgin olive oil. The "university of oil" requires a profound understanding of both the raw materials, the olive tree and its fruit, and harvesting techniques. The oil miller's craft demands attention and precision as well as continuous commitment and concentration. Success results from the miller's choices and intuition. A combination of technique, creativity and mastery is necessary to extract the true flavors of each cultivar, harvested and processed individually. This skillful and careful commitment, along with the distinctiveness of each variety, makes each of these oils a true work of art!"

This is a collection that, in addition to being a divinely delectable taste bud experience, is a trend-setter for extra virgin olive oil connoisseurs and defines the rules of the iconic Pruneti Life Style: good, healthy and conscientious eating.

"Gionni and I were among the first, about 20 years ago, to believe in the importance and primacy of Monocultivars," underlines Paolo Pruneti, "when you could probably count the proponents of these oils on one hand, so much so that we dedicated a great deal of our operation to producing them. The result was receiving the Luigi Veronelli Prize in 2008 as a visionary extra virgin olive oil producer and which defined our product as the *King of Italian oils*.

For us, the Monovarietals have always been both a work of art and a great way to pamper our biggest fans. We regard the single-dose "Pret a Porter" packaging and the 1lt "family" bottle as a way for the Pruneti experience – good, healthy and sustainable - to become a part of everyone's everyday life.

The 20ml bottles are the perfect format for Pruneti lovers and enthusiasts to use our oil anytime and anywhere – whether its lunch in the office or takeaway. And the family-sized format is ideal to bring our unmatched taste to the dinner table to share with loved ones."

"These three oils define the flavors and aromas of the territory where they originate, Chianti Classico," specifies Gionni. "They are appreciated for their distinctive character, are always provide the perfect match: Leccino with the pungent scent of grass yet delicate flavor, Moraiolo with marked balsamic and black pepper notes and Frantoio with the lasting taste of artichoke."

The Pruneti Monocultivar line can be explored and enjoyed in person at the Extra Gallery in Greve in Chianti, at Frantoio Pruneti in San Polo in Chianti and, virtually, at www.pruneti.it. Check out the extra-ordinary gift box versions - the Mignon Collection, the much sought-after Cristina Collection Oro and the elegant Wooden Box Monocultivar, an "Extra" great gift idea for the people you love.



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