



PRUNETI

Greve in Chianti, October 20, 2021

NUOVO PRUNETI 2021, Nice to Meet You - the extra virgin olive oil ambassador of 100% Pruneti Life Style in Chianti Classico. An extra virgin with the special mission of raising awareness of the culture of oil among local and international consumers. An absolute preview last Saturday at the Extra Gallery in Greve in Chianti and in the Frantoio in San Polo. Available from October 21. A complex and challenging year for oil but guaranteed excellence.

After the absolute preview at the Pruneti Extra Gallery in Greve in Chianti last Saturday, Gionni and Paolo Pruneti have now launched the 2021/2022 Olive Campaign featuring Il Nuovo. Il Nuovo is, as of October 21, available to Pruneti lovers both in Italy and internationally.

"The arrival of the new harvest is always an exciting moment," begins Gionni Pruneti, which we never get used to. Intense excitement surrounds this event every year and the days before the campaign are filled with a mixture of euphoria and fear. We are proud to be able to say that the quality of our olives is excellent again this year, even though a cold spring and the delayed flowering certainly led to a decrease in production. The cooler temperatures, at the same time, helped a lot, especially those at night in the ten days prior to the beginning of the harvest in that they assisted in enriching the olives with flavor. We are now ready to extract this quality flavour with our attentive and skilful work in the oil mill "

Il Nuovo Pruneti 2021 is ready to color the tables of all olive oil lovers with its unmistakable emerald color and its pungent and fresh aroma – it contains hints of cut grass, rosemary and almond and once again flaunts its characteristic intensity and lasting flavour. The rich aroma and taste of this oil make it the perfect ingredient for traditional Tuscan recipes such as Florentine steak and "ribollita." It is, as well, an indispensable component in high-end starred restaurants and is the perfect ingredient for sports nutrition.

"The new oil is a breath of fresh air," explains Duccio Pistolesi, Head Chef of ACF Fiorentina, "which recharges the mind and body and brings back childhood memories that keep the body and soul young. Nuovo Pruneti is fundamental to our diet in the autumn months, thanks to the high content of polyphenols and, what's more, it makes the dishes pleasantly alive and rich in nourishing properties. These are essential characteristics for a balanced diet and for the nutrition of those who love to practice sport, whether they are amateurs or professionals. "

The Pruneti brothers are constantly on the hunt for "the perfect oil," combining attention to product excellence with painstaking attention to product presentation. For this reason, IL NOUVO Pruneti 2021 is presented in a Limited Edition with a contemporary and elegant design. The bottle's special satin finish protects the product and allows the oil to be the one and only protagonist – along with the unparalleled and unmatched taste, the oil also defines the nuance of the color of the bottle in which it is presented.

"The innovative and unconventional packaging of IL NUOVO," intervenes Paolo Pruneti, "has made it a Must Have with our commercial partners and our consumers in the last 5 years. We see it, moreover, as an effective means of reaching the younger generations, who are particularly attracted by design. It guides them in their discovery of this extraordinary ingredient."

IL NUOVO 2021 is available from today, in the double format of 250ml and 500ml. You can find it in the online store at [www.pruneti.it](http://www.pruneti.it) as well as at the Frantoio Pruneti in San Polo in Chianti, at the Pruneti Extra Gallery in Greve in Chianti and through all Pruneti dealers around the world.

The 2021 Harvest Campaign opens with **IL NUOVO** - which takes on the role of disseminating the Culture of Oil. It then continues until January 6, 2022 with the presentation of the other Monocultivar, Fruttati and Hills of Florence. A special mention is reserved for the fourth Lifestyle collection, conceptualized with young designers from **Polimoda - Alessia Quilici, Federica Spinuso and Francesca Bocci**. Their goal has been to bring Extra Virgin Olive Oil into new semantic, conceptual and commercial fields, fields that define the **Art of Bienvivre**. This is the art of the good, the beautiful and the well-made, good for our health and respectful of the environment, things that make it an excellent gift for all occasions and for the upcoming end of year holidays.

Info and preorders

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