

We transform flavors into the pleasure of living
EXTRA VIRGIN OLIVE OIL
The new secret weapon for great chefs

EVOO oil in its olive grove

LESSONS, TASTINGS AND OLIVE GROVE TOURS

Catalogue and price list
2022/2021

1. **Why our services**

Here at the I&P company are convinced that Extra Virgin Olive Oil (EVOO) is an exceptional and fundamental part of a great cuisine.

Its infinite variety of aromas and flavor are due to the great availability in Italy in which over 520 cultivars are grown in different soils and environments, that range from the North of Trentino to the South of Pantelleria. This infinitely multiplies the 'palette of aromas and flavors' available to passionate chefs which gives furnishes exceptionality and perfection to their dishes.

We are also convinced that EVOO is an essential component of contemporary cuisine of the highest level and not just a simple ingredient. In some cases, it could indeed be considered as the pivot of avant-garde cuisine and its menu, in the sense that it's specifically around certain oils that exceptional dishes and menus can be built.

It's a bit like when a chef has exceptional raw materials at his disposal (a very fresh and fish, a truffle with an exceptional aroma, an excellent cut of meat, special fruit, etc.) and "builds" the dish around that component to make the most of it.

However, it is a very complex and delicate product and in order to fully appreciate it you need to know it, know how to distinguish it, know how to keep it and know how to use it and combine it with foods and dishes.

For this reason, we have developed some services to help those who know very little about the EVOO. The object is to get to know it better, to appreciate it and use it better.

We offer different levels of detail:

A. Module 1- Lessons and Tasting

This is a short 120-minute course at our olive mill. There will be an engaging lesson on extra virgin olive oil followed by a guided tasting of three monovarietal oils from our production

B. Module 2- Olive Grove Tour and Final Apertif

After the lesson referred to in Point A, we will proceed (with your own car, followed by the company Jeep) to a tour of our 4 olive groves. During the tour there will be a lesson on the olive tree cultivation. At the end, in our farmhouse on the highest olive grove we will offer an aperitif with natural wines and cheeses from the Alta Tuscia Viterbese and tastings with 3 oils with bruschetta.

C. Module 3- Dinner with EVOO

At the end of the program referred to in Point B, the guests will dine in a small restaurant within the area, where they will taste refined dishes inspired by the tradition of Tuscia with the use of several of our oils.

D. Module Z- Short Integrated Experience

This is a short 60-minute course at our oil mill. There will be an engaging lesson on extra virgin olive oil and a guided tasting of three monovarietal oils from our production. During the program, the guests will have lunch in a small restaurant in the area where they will taste refined dishes inspired by the tradition of Tuscia teamed with the use of several of our oils.

E. Module Apuleio- Cooking class with EVOO

This is a cooking class with dinner (or lunch) at our company's headquarters. The class will be 4 hours complete with a tasting. The cooking lesson will focus on the use of EVOO in high-level cuisine. At the end of the lesson, we will eat together with the chef enjoying some of the prepared dishes. The total duration will be around 8 hours.

F. Module In Campo- A Day in the Olive Groves

This is a day spent in the olive grove picking the olive and observing the pressing procedures. We will give the participants an explanation of how high level EVOO is produced as well as a tasting with some of our oils.

Below you will find a detailed description of our programs.

2. **Who we are**

Our mission

We transform flavors into the pleasure of living

Designing, producing, bottling and packaging extra virgin olive oil for "professional" users: cooks, restaurateurs and gourmets.

Offering all the variety and variability of olive oil by producing mono-varietals that become a tool of creativity and differentiation for great chefs and above all a tool to give and find the pleasure of living. Create a totally ecologically and socially sustainable company by contributing to the development of Tuscia by being part of the vanguard of companies that will thrive during and after the transition of the 21st century.

Our guidelines

Using innovative ideas in a traditional sector.

Valuing all the people involved in the company and for the company (staff, customers, suppliers).

Enhance Tuscia.

Always act with maximum ecological, social and economic sustainability.

To seek the highest quality.

Pursuing absolute excellence.

Paying obsessive attention to detail.

Focus every action on the philosophy of knowing how to live.

Give complete traceability of our oils.

Our values

Simplicity

Humanity

Transparency and total honesty

Great dominance of 'the technical'

Modernity and avant-garde

Improvement of the eco-system

Our numbers

54 hectares in twenty olive groves

3547 olive trees

42 of which are over 300 years old

62 over 100 years old

Cultivar

Caninese 1659 olive trees

Frantoio 362 olive trees

Leccino 752

Maurino olive trees 338

Pendolino olive trees 164

Rosciola olive trees 32

Leccio del Corno 130 olive trees

Itrana 120 olive trees

3. The story of our territory and land

A story that spans 7000 years

“The warriors were bathed and anointed richly with olive oil. Then they sat down at supper, and from the full mixing-bowl they drew off honey-sweet wine and made libation to Athene.” (Iliad, Book X).

7000 years ago, in Haifa (Palestine), olive oil was already being produced (attested to by archaeological finds of an olive press) and therefore it had probably already been “invented” much, much earlier.

3700 years ago, the Code of Hammurabi governed the olive oil trade. It was the only food product regulated in that period, proof of its importance and worth.

So, as we can see, the use of extra virgin olive oil goes back to ancient times. In the past was so highly considered that, among many peoples of the time it had a sacred role.

The Etruscans used olive oil in many different ways. Lush and fertile olive groves were an essential characteristic of Etruria’s countryside, and the olive tree was considered to be so precious that it was venerated and presented in the form of small branches held by priestesses in all religious processions. Olives and olive oil were one of the basic ingredients of Etruscan cuisine.

Etruscan society, most probably arose near Bologna with the Villanovan culture had strong eastern influences. It then spread south into what is now Tuscany, then into Lazio and finally into Campania.

The pleasures of life were its cornerstones, and it was also very open. Women retained their own or their father’s given name even after they were married. They enjoyed equal rights with men in the ownership of property and business activities and the literate classes (aristocrats but also scribes and potters) were able to read and write. Aristocratic women were able to interpret omens from the gods.

Their philosophy started from the bottom and rose to the metaphysical and not vice versa, as is the case in Western philosophies.

The Etruscans were devoted to enjoying all aspects of life.

We, descendants of the Etruscans, here in Canino in the heart of Etruria, in the magic triangle of Tarquinia, Tuscania and Vulci, gave Rome its last three kings (who built some of the most important monuments in Rome—the Circus Maximus, the Walls, the Temple of Jove and the Temple of Diana), have been cultivating olives and making oil here for 3000 years.

Then the Farnese family arrived throughout Tuscia, and one of them born in Canino became Pope Paul II. Soon thereafter arrived the French and Napoleon Bonaparte’s brother Luciano, became the Prince of Canino.

As we said at the beginning, the thread connecting this rich history has been the ability to make and appreciate olive oil.

Italy in general, has a climate and environment that is extremely favorable to olives. Here, we have over 500 varieties and the highest concentration of different varieties.

The result is that, in Canino we are in an area that is truly unique. Midway between the sea—15 km to the west—and the volcanic cone (600m above sea level) of Bolsena Lake, 15 km to the east. In these 30 km, we have different types of terrain (sand, clay, rock, tuff, volcanic lapillus) and different micro-climates.

Our oils are different each year because they come from types of land and micro-climates that are different: sea, lake and volcano.

It is here, that the Caninese varietal grows and perhaps the oldest native Italian variety that is even documented in Etruscan frescoes.

Here in Canino, we have been making oil for 3000 years. We invented it for pure pleasure, in every sense. Olive oil is a way to please the nose, the mouth and all senses, as well as for our health in general.

Making high-quality oil is very difficult. Michelangelo said that he didn't do anything: "The sculpture is already inside the marble block, I just have to chisel away the superfluous material." Just as the oil is already inside the olive and all the oil-miller has to do is extract it, causing as little damage as possible—a very complex operation.

But the oil emerging from it, is a bridge to the tranquility of pure pleasure. The concept of oil is timeless, a time that is immobile and infinite. The time of life itself.

In the aromas of extra virgin olive oil, you will encounter the memes of happy times. Being able to recognize extra virgin aromas is like recognizing what counts for you. The fragrances of extra virgin mono-varietal oils provide the peace and tranquility of an infinite moment.

The true bounty of extra virgin olive oil lies in its infinite variation of aromas and the flavors of the innumerable mono-varietal oils. A single leaf of lettuce and one hundred mono-varietal extra virgin oils create one hundred different dishes.

In fact, it is the subtle diversities that make the difference in life. Knowing how to live is knowing how to choose the differences. The difference between elegant and ostentatious lies in the details, just as for extra virgin olive oils it lies in the aromas.

I&P was created to produce these variations.

Paolo, its founder, was born near Bologna (center of the Villanovan culture out of which the Etruscans grew) and he created the farm, in the center of Etruria, to produce a medium for pleasure and satisfaction backed by the full wealth of this legacy.

In a certain sense, I&P is the Kamasutra of oil because using just one oil is like always expecting to make love in the same position.

I&P acquires small olive groves and from each grove produces just one mono-varietal oil.

And this is the source of the tremendous worth of mono-varietals from small olive groves: an infinity of flavors that vary from place-to-place and year-to-year. Learning how to know them, taste them, distinguish them and use them by pairing them with the right foods and at the right moment provides infinite and profound emotions.

The only certainty in life is that all things change, and all things pass. Being able to distinguish and appreciate the variety and variability of extra virgin olive oil thus opens a window on the connection with the great mystery of life: the position of the stars and moon changes, the weather changes, the soil changes and how the trees are cared for changes. And we perceive the traces of this in olive oil—an apparently simple, humble product. And from this we can draw infinite and profound emotions.

You, who are reading these lines, don't be afraid. Just relax and enjoy sampling many different oils.

4. Our products

Our farm produces 13 mono-varietal oils with the authentic philosophy of CRU

1 cultivar + 1 olive grove = 1 cru

that is, from each olive grove we produce a single variety oil and we distinguish it from the oils of the same variety that we produce in other olive groves. Each oil - which is like the great Champagnes and the great Burgundies - single-particle, has the name of the olive grove from which it comes.

Monovarietal Caninese

1. Gioacchina Grand Cru
2. Gioacchina Iuvenis Grand Cru
3. Musignano Grand Cru
4. Grand Cru Capo Terzo
5. Grand Cru Spinicci
6. Grand Cru Morone
7. Grand Cru Monte Freddo
8. Grand Cru 40 Rubbie CAN

Monovarietal Leccino

9. Gioacchina LEC Grand Cru

Monovarietal Frantoio

10. Grand Cru Musignano FRA

Monovarietal Pendolino

11. Gioacchina PEN Grand Cru

Monovarietal Maurino

12. Grand Cru 40 Rubbie

Monovarietal Rosciola

13. La Ramata Grand Cru

Every year we only produce those oils that can reach levels of absolute excellence.

We also produce two blends:

Cuvée del Fondatore

14. Forte & Eccelso (in extremely limited quantities - 400 bottles of 250 mls - mixing the best results of the pressing campaign)

Cuvée Initiale

15. Cru dei Cru - a blend of the best Etruscan crus

5. MODULE 1 - LESSON AND TASTING

Description

This is a short course at our company's oil mill. There will be an engaging lesson on extra virgin olive oil and a guided tasting of three monovarietal oils from our production.

Duration and program

The module lasts 120 minutes, starts at 11:00 or 14:30 and ends at 13:00 or 16:30.

The program

- a. Olive oil, history and its characteristics
- b. The cultivars and its distribution in Italy and around the world
- c. Harvesting and pressing (visit to the oil mill with explanations)
- d. Conservation
- e. Tips for reading the label
- f. The costs of a quality extra virgin olive oil
- g. The evaluation of an extra virgin olive oil
- h. Tasting of three oils of our production and comparison with an commercial oil
- i. Tips for combinations and using it in the kitchen

Location

The lesson will be held in our oil mill in Canino (see address and map on the last page)

Language

Italian or English (to be defined at the time of booking).

Price

The price per person is Euro 18.00 including VAT. It is necessary to book and pay on our website www.iandp.it. Minimum number: 2 people.

6. MODULE 2 - OLIVE GROVE TOUR AND FINAL APERTIF

Description

This is a guided tour of some of the company's olive groves, in the heart of the olive growing Tuscia, at various altitudes and a chat on the field of olive cultivation techniques. It is a continuation of Module 1.

Duration and program

The module lasts 120 minutes. It starts at the end of Module 1 and ends after two hours.

The program

Visit four olive groves (in a caravan, with your own car following the company Jeep). During the tour information on olive cultivation will be given.

Location

We will start from our oil mill in Canino and then continue to visit the following olive groves: 1) Gioacchina, 2) Monte Freddo, 3) Spinicci and 4) Capo Terzo (For our location, see the address and map on the last page).

Language

Italian or English (to be defined at the time of booking).

Means of transport

The indicated route will take place with the vehicles of the participants driven by a company Jeep. The route will be on dirt roads, but easy.

Price

This module must be purchased in addition to Module 1. The total price (including Module 1) per person is Euro 35.00 including VAT. It is necessary to book and pay on our website www.iandp.it. Minimum number: 2 people.

7. MODULE 3 - DINNER WITH THE EVOO

Description

Participants in Module 2 will be able to continue to Farnese where they will dine at the Trattoria Piazzetta del Sole *. Here, they will taste refined dishes inspired by the tradition of Tuscia with the use of several of our oils. It is a continuation of Module 2.

The program

18:30 - 21:30: Transfer to Farnese to the Trattoria Piazzetta del Sole. Three-course **dinner** with dishes inspired by the cuisine of Tuscia and cooked with our oils.

Location

Farnese (Viterbo)

Means of transport

Your own transport is necessary. You will be given instructions on how to get to the restaurant individually.

Price

This module must be purchased in addition to Module 2. The price per person (also including Modules 1 and 2) is Euro 68.00 including VAT. The price includes a 3-course dinner, excluding wine. It is necessary to book and pay on our website www.iandp.it. Minimum number: 2 people.

* NOTE: in case of closure for rest, participants will be directed to other exercises of the same level.

8. MODULE Z - SHORT INTEGRATED EXPERIENCE

Duration and program

The course will last 60 minutes. Usually it starts at 11:30, but it is possible to agree on another time.

The program

- a. Olive oil, history and its characteristics
- b. The cultivars and its distribution in Italy and around the world
- c. Harvesting and pressing (visit to the oil mill with explanations)

- d. Conservation
- e. Tips for reading the label
- f. The costs of a quality extra virgin olive oil
- g. The evaluation of an extra virgin olive oil
- h. Tasting of three oils of our production and comparison with an commercial oil
- i. Tips for combinations and using it in the kitchen

Location

The lesson and the tasting will be held in our oil mill in Canino (see address and map on the last page).

After the tasting we will go to lunch in a local restaurant with traditional local dishes enhanced by our extra virgin olive oils.

Language

Italian or English (to be defined at the time of booking).

Price

The price per person is Euro 46.00 including VAT. The price includes a 3-course lunch, excluding wine. Minimum number of people: 2. It is necessary to book and pay on our website www.iandp.it.

9. APULEIUS MODULE - COOKING LESSON WITH EVOO

Duration and program

This is a cooking lesson with dinner (or lunch) at the company headquarters. The lesson will last 4 hours including a lesson on EVOO and a tasting. The cooking class will focus on the use of EVOO in high-level cuisine. At the end of the lesson, we will have lunch together with the chef and enjoy some of the cooked dishes. The total duration is approximately 8 hours.

The program

Normally the program starts at 15:00 and ends at 23:00. On request, it is possible to start the schedule at 9:00 and end at 17:00; however, a part of the theory must be postponed until the practical part of cooking and lunch.

15:00 - 16:30- Introduction to olive oil of excellence and its production (from the field to the mill).

16:30 - 17:15- Lesson on how to taste an oil and how to taste a dish. Practical tasting of 5 of I&P's EVOO and of a commercial oil.

17:15 - 18:00- Study of the evening menu as well as how to design a menu and a dish.

18:00 - 20:00- Practical cooking lesson in preparation for dinner.

20:00 - 22:00- Dinner

22:00 - 23:00- Debriefing of the day and lessons learned.

Teachers

The teaching will be carried out by the Founder or by a Partner with cooking skills. If desired, the chef can be chosen, on request and in agreement with the participants, among some starred chefs.

Location

The lesson and lunch or dinner will be held in the Company Founder's Residence (see address and map on the last page).

Language

Italian or English (to be defined at the time of booking).

Price

The price per person is Euro 150.00 including VAT (including lessons, materials, dinner and drinks and a "Prestige Pack" of 3 company oils).

If the participants choose a starred chef, the price will be communicated only after the choice and confirmation of the chef.

It is necessary to book and pay on our website www.iandp.it. Minimum number: 2 people.

For any overnight stays we can provide addresses of B & Bs, farmhouses and hotels in the area.

10. MODULE IN THE FIELD - A DAY IN THE OLIVE GROVE

Duration and program

It is a day spent in the olive grove picking the olives and observing the pressing process. It will be explained to participants how a high level evoo is produced and some oils will also be tasted.

The program

Normally the program starts at 09:00 and ends at 18:00.

09:00 - 11:00- Introduction to olive oil of excellence and its production (from the field to the mill) with particular attention to harvesting and pressing. Tasting of 3 oils.

11:00 - 13:00- Participation on the field in the olive harvest.

13:00 - 15:00- 3-course lunch with extra virgin olive oil as the centre.

15:00 - 17:00- Presence at the pressing of the olives as well as filtering of the oil.

Tasting of the freshly produced oil.

17:00 - 18:00- Debriefing of the day and lessons learned.

Location

The lesson and lunch will be held in the company oil mill, in an olive grove and in the Residence of the Company's Founder (see address and map on the last page).

Language

Italian or English (to be defined at the time of booking).

Price

The price per person is Euro 150.00 including VAT (including lessons, materials, lunch and drinks and a "Prestige Pack" of 3 company oils).

It is necessary to book and pay on our website www.iandp.it. Minimum number: 2 people.

11. Contacts

For any further information and to book a program:

Email: giancarlo.brachetti@iandp.it

Telephone: +39 328 3765629

Address

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Map