



# Novello Frozen, Non-Filtered Extra Virgin Olive Oil

Every time you open a bottle of our unfiltered olive oil you experience the real taste and pureness of a product that has just been made



World's only non-filtered Novello Extra Virgin Olive Oil – kept frozen for highest quality & maximum shelf life – 10 ml/.33 fl oz individual glass bottle from Umbria, Italy. This product is the first of its kind and is the same quality as the Novello oil you can only get in Italy during the olive crush! Thaws in 20 minutes – then ready to enjoy. In ancient times the olive oil was preserved in urns that were placed in cool rooms of the mills where olive oil was made. Since these rooms were very cold in the winter, the oil was kept frozen until spring, when it started to defrost, and maintained the same features that it had soon after being pressed. We drew inspiration from this very old tradition to offer our customers a unique product. The frozen oil preserves all the organoleptic characteristics, and reduces exposure to heat, light and oxygen, which are the worst enemies of oil. Our frozen product gives people the chance to taste EV olive oil which is always as fresh as you get in Italy. Our revolutionary process removes the pits from the olives and oxygen from the bottle, creating the best tasting oil.

Imported and Distributed exclusively by



**Authentic  
Italian  
Products**

**Phoenix** 1722 W. McKinley St., Phoenix, AZ 85007 **Tel.** 1.602.258.1158 **Fax.** 1.602.258.0660  
**Atlanta** 360 Northcrest Drive, Newnan, GA 30265 **Tel.** 1.770.502.1520 **Fax.** 1.770.234.6029  
[www.aip1.com](http://www.aip1.com)