

FROM OUR FARM TO YOUR KITCHEN

Demi Olive Oil

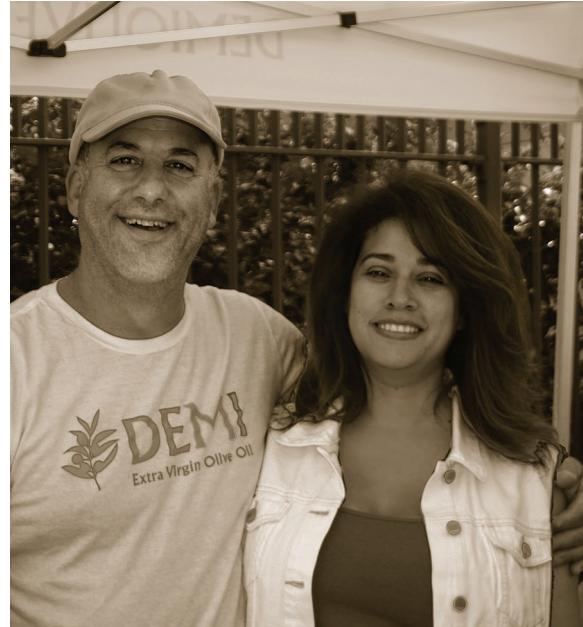
Midland Park, NJ and Monemvasia, Greece

When Demitria Grado was growing up in the United States, her family often traveled back to their native Greece. As they boarded the return plane to America, it was common for them to have a five-gallon tin of olive oil alongside their luggage.

When asked how Demi Olive Oil got started, owner John Grado says, "It's a love story. I fell in love with a woman holding a clear plastic bottle of cooking oil." The woman, Demitria, served him everything from seafood to lamb and started each dish with the oil from the plastic bottle. She told him, "This is the olive oil that I grew up on." John was wild for her -- and the olive oil.

The two soon married, and in getting to know her family, they traveled to Greece, near the seaside town of Monemvasia. The area has a legendary reputation: in ancient times, its valleys grew food and raised livestock for the king. It's also home to Demitria's family. In 2007, John and Demitria bought land there, too, and joined them in the olive oil business. "There was no hesitation about what I wanted to call our business. Everyone calls Demitria, 'Demi,' so we instantly had our name, Demi Olive Oil," John shares.

Now every year after Thanksgiving, John returns to Greece to pick olives and press oil with Demi's family. They've become experts in their own right in the family craft. Through years of experience, John has developed an intriguing perspective:



"Whenever someone in the family got home from Greece, we would all gather in their kitchen with empty two-liter Pepsi bottles to get some of the olive oil they brought back."

– Demi Grado

"Olive oil is really a fruit juice. Just like all fruit juices -- the fresher, the better. You want your wine to be old, but you want your olive oil to be new. Old wine, new oil."

Demi Olive Oil is an unfiltered olive oil. They store it in tanks, and any sediment falls to the bottom. From there, they gently skim the top of the tank, and collect a nice, clean oil in dark green glass bottles. According to John, unfiltered olive oil is low in acidity and high in antioxidant benefits. Demi adds, "The freshness gives everything so much flavor. The olive oil becomes a seasoning in itself."