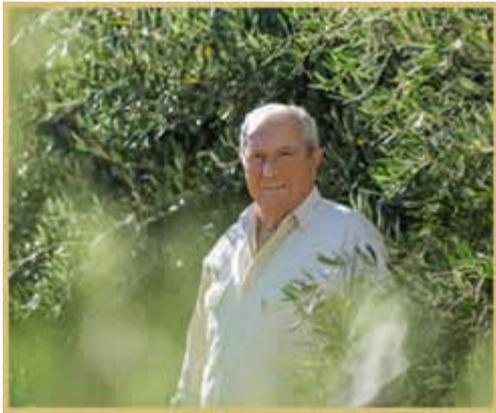


THE MORGENSTER MINUTE

"Happiness is ... finding two olives in your martini when you're hungry".
- Johnny Carson

DEAR FRIENDS

Tom Mueller, the writer of the book *Extra Virginity: The Sublime and Scandalous World of Olive Oil* is someone whose knowledge and research I respect. In his book he said: "Once someone tries a real extra virgin - an adult or a child, anybody with taste buds - they'll never go back to the fake kind. It's distinctive, complex, the freshest thing you've ever eaten. It makes you realize how rotten the other stuff is, literally rotten. But there has to be a first time. Somehow we have to get those first drops of real extra virgin oil into their mouths, to break them free from the habituation to bad oil, and from the brainwashing of advertising. There has to be some good oil left in the world for people to taste." I enjoy sharing this quote. It is important to know the good, so you can detect the bad.



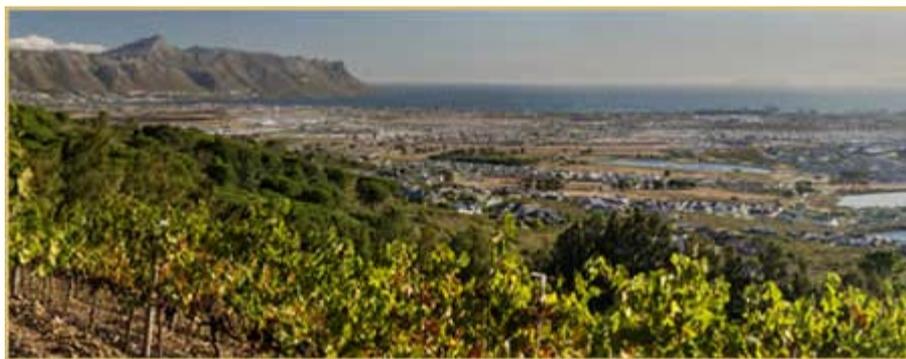
A good quality extra virgin olive oil will smell like freshly mowed lawn, green herbs or green apples. It will taste crisp and fresh and the oil will tickle the back of your throat and maybe make you cough. Poor quality oil smells of ripe bananas or other overripe fruit. It may have mouldy notes or remind you of cheese or wine. Of course, the taste follows the nose.

The SA Olive Association is fighting against cheap imported oils which arrive on our shelves rancid or oxidised, by putting a date sticker on South African oil guaranteeing quality and freshness. Think about our exchange rate: a good quality imported extra virgin olive oil will cost much more than the most expensive oils produced here.

I hope you will come to Morgenster to taste our wonderful oil which was awarded 98% by Flos Olei 2014. We were one of only 11 olive oils in the world to achieve that level and the only oil from South Africa. The excellence gives you an insight into what Tom refers to.

Ciao!
Giulio.

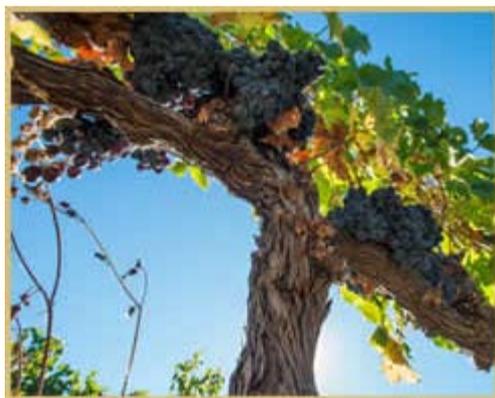
Giulio Bernaud



THE CELLAR

Henry and his team are still putting all the blocks of the new wines into their barrel components which is taking longer than in most years. This is because the 2014 harvest was big - 30% up on last year.

Quality is beautiful. Based on the analysis after malolactic fermentation, Henry says 2014 will be a great vintage.



SHOP

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WINES & OLIVE OIL

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P.O. Box 1616, Somerset West, 7129, South Africa.



AN OLIVE SUCCESS STORY

Did you know that South African produced oils develop our local economy, creating 5 000 permanent jobs and 20 000 seasonal positions at a time when no other fruit is harvested?



PRAWN ARRABIATA IN A CRAYFISH BISQUE

We thank Lindsay Venn, Executive Chef at the Cullinan Hotel in Cape Town, for his delicious recipe. »



WIN A HAMPER

To stand a chance to win the three different Morgenster extra virgin olive oils, Morgenster flagship blend, late harvest Monte Marcello and intense Don Carlo, please email your answer to the following question: *how many Italian olive cultivars are blended into Morgenster's extra virgin olive oil?* Enter [here](#).


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WINE AND OLIVE ESTATE