



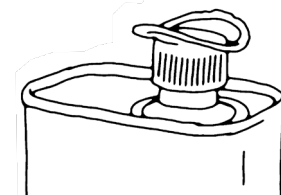
THE FAT GOLD ZINE

FALL 2025 HARVEST / ISSUE 1

Welcome to the first issue of Fat Gold's ninth year, made from arbequina olives harvested in November 2025!

THE BASICS

The plastic top pulls out from the tin to form a pouring spout. Don't be afraid to apply steady pressure. This can be puzzling, so we've posted a video demonstration online: fat.gold/open



THIS SEASON'S ART

The label is a magnet for you to keep and save! This batch's design uses *Store in the Rain*, a painting by Ernst Ludwig Kirchner from 1927. We love the colors... plus, the atmosphere matches our late harvest weather: rainy, rainy, rainy!

You'll find a link to the painting here: fat.gold/art

WE'RE CERTIFIED

If you inspect the back of this tin, you'll notice a new designation! Fat Gold is now officialy California ORGANIC extra virgin olive oil.

This isn't actually a huge change; for years, we've sourced certified organic olives and operated our mill using organic practices. But, if you want to put the word on the label, you need to do the paperwork. And there is a LOT of paperwork! Well: we finally did it.

We know there are a lot of folks out there looking specifically for extra virgin olive oil that is certified organic. If you know any, send them our way!

YOUNG OLIVES

This oil is milled from arbequina olives grown by our friends and longtime partners at P-R Farms in the San Joaquin Valley. These trees are still young, just coming into their full production; the fruit arrived at the mill in beautiful shape, clean and green.

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This is a classic arbequina, with notes of ripe apple and chamomile. It's fruity and delicate, with a super fresh flavor and a beautiful green color. That hue will fade over time—enjoy it now!

THE OLIVE OIL CHALLENGE

Here is a simple, profound fact: however much olive oil you're using, you're not using enough olive oil.

We've written plenty about the health benefits—you can read all about them in our Guide to Extra Virgin Olive Oil at *fat.gold/guide*—but suffice it to say: this stuff is super healthy AND super delicious, and it ought to be part of your diet every day, in large quantities.

But... this is easier said than done. Extra virgin olive oil feels like something precious... something to apply sparingly... especially when you're paying for high-quality stuff like Fat Gold.

So, we propose a five-day program to reset your sense of how olive oil can be used, and how much to use. This is the Olive Oil Challenge!

Monday: Starter sheet pan

We begin the week with vegetables, which can accompany whatever else you're eating: burgers, a roasted chicken, anything. Consider candidates like: potatoes, sweet potatoes, turnips (underrated!), cauliflower.

Slice your veg into two-inch chunks, then mix in a bowl with a few hefty pinches of salt and a 4-5 second glug of Fat Gold. Yes, that's a lot! Stir to coat the chunks, then spread them onto a sheet pan. Set your oven to 375°F and cook until you can easily pierce them with a fork.

Now, as you eat, notice that these basic vegetables have, with the addition of salt and olive oil, become nearly decadent.

Tuesday: Olive oil for breakfast

Whatever you usually eat for breakfast... add olive oil.

Yes, this can be as simple as oatmeal or a bowl of yogurt. If you're a smoothie person: glug some Fat Gold in there before you whizz it up. A little dose of savoriness never hurt any breakfast, and the olive oil will lend you some extra ballast to begin your day.

Wednesday: House dressing

Tonight, you'll develop your own house salad dressing. The salad itself will be simple: baby spinach or arugula—one of the prewashed boxes is totally fine—with a small shallot chopped and mixed in. Then, in a measuring cup, combine ¼ cup Fat Gold with either (1) the juice of one lemon, or (2) an equal amount of sherry vinegar. (Any vinegar is fine, but it's got to be something that tastes good on its own.) Sprinkle in a bit of salt and mix vigorously with a fork. Dump this into your salad, toss until evenly coated, and enjoy.

Thursday: Cast iron

Tonight, we'll prove that the smoke point is nothing to fear, and reveal that Fat Gold, all on its own, makes a rich condiment. You're going to cook a nice cut of meat on the stovetop. (Vegetarians can sit this one out.) Select a steak or pork chop. As your pan heats up, coat the bottom with a drizzle of Fat Gold. Promptly add your meat—SIZZLE!—then cook it however you like.

After the meat is done, and rested for at least five minutes, put it on your plate and finally—this is important—glug Fat Gold all over it, so the oil covers the top and slicks down the sides. It will seem like an absurd amount, but remember, this is in the service of education, and deliciousness.

Friday: Finale

Tonight, you'll enjoy one of the all-time great pairings. Acquire some chocolate ice cream—keep it simple and high-quality. Scoop some out into a small bowl, then drizzle that scoop with olive oil, adding a sprinkle of flaky sea salt to the top.

This five-day program will use up a good portion of your Fat Gold, but it will be worth it. We are trying to bust down the barrier—mostly psychological—that says high-quality extra virgin olive oil is only for special applications. It's for everything! Or, it ought to be.

Complete the Olive Oil Challenge and you'll see.

HERE WE GO AGAIN

This is Fat Gold's NINTH year! The 2025 olive harvest is complete, and a year's worth of fresh batches, made just for you, is socked away in stainless steel tanks. Enjoy this arbequina!

Use it up!