

frantoio

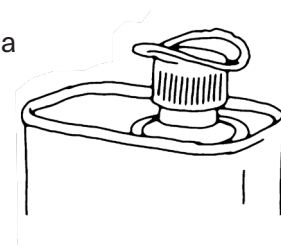
THE FAT GOLD ZINE

FALL 2025 HARVEST / ISSUE 3

Welcome to the third issue of Fat Gold's ninth year, made from frantoio 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

As always, the label is a magnet for you to keep and save! This batch's design comes from the French artist Emile-Allain Séguy, part of his book titled *Prisms*, published in 1931.

We've used Séguy's art before; find Fall 2023, Issue 3 on your fridge! We love the jagged geometry and bold colors, which feel as much like 1991 as they do 1931. Séguy was a major figure in the Art Deco and Art Nouveau movements, which feel like they're ripe for a comeback in our mechanized age.

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

FINAL FRANTOIO

The batch you're receiving was the big finale of the 2025 harvest season; we wrote LAST RUN on the barrels that day. This is our favorite of all the frantoio we milled this year... and that's why we set it aside just for annual subscribers!

These frantoio olives came from our longtime partners in Vernalis, on the western edge of the San Joaquin Valley. They farm a grove of shaggy trees, which are harvested by hand.

This batch is bold and peppery, a classic robust frantoio. Kathryn detects notes of thyme, fennel, black pepper, and walnut.

Continued →

A YOUNG, OLD INDUSTRY

Recently, Fat Gold attended California's big olive oil conference. Kathryn was featured on the milling panel, while Robin roamed freely, taking notes.

We know a lot about olive oil, but there's always more to learn. For example: how many liters are consumed, per capita, in

- the U.S.,
- Europe generally, and
- Italy specifically?

We'll put the answers at the end of this section.

A theme emerged at the conference, across presentations and panels: olive oil is at once an ancient undertaking and a very young industry. Or rather, its current incarnation is young.

Here's a shocking fact: it wasn't until the 1970s that the first olive groves in the WORLD were irrigated!

Likewise, the use of a centrifuge to separate the oil only began in the 1970s, replacing the old system of pressing mashed-up olive paste through woven mats. The idea of a truly high-quality extra virgin olive oil arrived around the same time. (The Italian brand Laudemio, a Fat Gold favorite, was a key part of this movement.)

Finally, the mechanical, over-the-row olive harvester only shows up around the year 2000. This technology goes hand-in-hand with super high-density planting. Most of California's olive acreage is organized that way... and two-thirds of that acreage was planted after 2005!

Industrialization often leads to bland, boring products, and with olive oil, this has happened, to a degree—there's a lot of mediocre oil out there—but new tools and techniques have also raised the “quality ceiling,” so ambitious producers can make better olive oil than ever before in history. Tasting the best of 21st-century olive oil, a consumer from 3000 years ago would exclaim: “WOW!”

Fat Gold has been around for almost ten years; we're a fresh face in the industry, whether you want to judge by the scale of

30 years or 3000. It's useful, therefore, to absorb context from folks who have been around a while longer. At the California conference, many of them said the same thing: olive oil quality has gone way up in the past decade. Basically, a random bottle of olive oil from the shelf of a random grocery store in the United States is for sure better than it was ten years ago.

That's progress!

Now, the answers to our quiz:

- the U.S.: 1.2 liters of olive oil per person per year
- Europe generally: 3 liters
- Italy specifically: 10 liters!!

One tin of Fat Gold is 500 ml, or 0.5 liters... so, your four tins puts you comfortably above the American average, nearly in European territory. (Remember, extra virgin olive oil is so healthy that more is basically always better.)

Of course, here at Fat Gold HQ, we aspire to Italian levels...

HOW TO USE IT UP

Summer is upon us! It's time, once again, for...

Summer Fruit Salad

Year ago, an annual subscriber just like you sent us a message saying she had discovered the pleasure of Fat Gold drizzled on fresh apricots. As luck would have it, our neighbor has a humongous apricot tree that reaches into our yard. So, Kathryn picked a few and, WOW, yes, this is a great combination.

Try drizzling some oil over sliced apricots, peaches, or nectarines. Kathryn often has this for dessert, sometime garnished with chopped mint or basil. She calls it a “fruit sundae.”

Bonus: in the part of summer ahead when peaches and tomatoes overlap, there's nothing better than procuring an equal number of each, slicing them into bite-sized chunks, adding a bit of torn-up mint or basil, even some red onion, and tossing everything in Fat Gold—no other dressing needed. The window is brief! Get ready to pounce.

That's it for this edition. USE IT UP!