

SIP

CELEBRATE

SAVOR

# 10<sup>TH</sup> ANNUAL OLIVE SEASON

## DECEMBER -FEBRUARY SONOMA VALLEY

a Season of Festivities in REAL WINE COUNTRY

## JANUARY 2011 Taste of the Olive Month

Put some holiday sparkle in your spirit with a visit to Sonoma Valley this winter season. Through February, our annual Olive Season lights up the Valley with a three-month-long party as we toast all things olive.

Roll up your sleeves for an olive curing workshop. Enjoy an olive oil and sea salt massage. Feast upon a mouthwatering olive-themed menu prepared by Wine

Country chefs. The olive mania includes such events as Martini Madness, olive oil tasting, live music, family activities, food and wine pairings and art exhibitions. Take

advantage of seasonal savings at lodging properties, spas, wineries, and restaurants. Visit [olivefestival.com](http://olivefestival.com) for a complete list of events and promotions.

See reverse for a list of January events and a map of participating businesses!



### Kalamata Olive Bruschetta with Tomatoes and White Beans

CHEF DAGMAR CARRUTH, THE RED GRAPE RESTAURANT

serves 12

**¼ cup pitted Kalamata olives**  
**1 ½ cups canned white beans**  
 (rinsed and well drained)  
**3 medium tomatoes**  
 (seeded and chopped)

**4-6 tbsp. extra virgin olive oil**  
**1 tbsp. minced fresh garlic**  
**½ cup chopped fresh basil**  
**5-6 oz fresh goat cheese**  
**1 baguette (cut into ½" rounds)**

Combine olives, beans, tomatoes, 4 tbsp. olive oil, basil and garlic. Season to taste with salt and pepper, set aside. Lightly brush baguette rounds with remaining olive oil and broil until golden brown. Spread each toast with goat cheese and top with olive/tomato mixture.

## olive oil grades

Extra virgin olive oil is the highest grade of olive oil. It undergoes the least amount of processing and is usually more expensive than other grades. Extra virgin olive oil must conform to four basic criteria: It must be from the mechanical extraction of olives, be cold pressed, exhibit an acidity level of less than 1%, and it must have a perfect taste.

Though extra virgin has the best flavor, once it is heated, it starts to break down, causing it to lose the flavor you've paid top dollar for. Therefore, extra virgin is best for salad dressings, marinades, drizzling over foods, or as a dip.

Virgin olive oil may contain some flaws in taste or acidity that keep it from extra virgin status. Some producers use heat or chemicals in addition to pressing machines during the refining process. This grade is sufficient for sautéing, grilling or frying.

Pure or 100% olive oil is a blend of low-quality virgin olive oils refined using mechanical, thermal and/or chemical processes. "Pure" refers to the fact that no other kinds of oil have been mixed with the olive oil. The most widely marketed grade of olive oil is a combination of extra-virgin oils and refined virgin oils and must have an acidity level of less than 1.5%. Like virgin olive oil, pure olive oil is a good choice for cooking.

After the first pressing, the debris may be pressed again, resulting in the lowest grade of olive oil—olive-pomace oil. This grade is mostly used in bulk food service.

Finally, there is light or extra light olive oil. These terms refer only to the color and taste and have nothing to do with fat or calories. This type may contain only a minute proportion, if any, virgin oils. Because the olive flavor is very mild, light olive oil is great for baking or cooking when you don't want to detect an olive taste.

## popular olive varieties

**Pitted Kalamata:** One of the more popular black olive varieties, commonly found on Greek salads. They have a pronounced, powerful olive flavor and high salt content. And since there are no pits, they are easy to eat.

**Gaeta:** Plump, dark purple Italian olives with very tender, almost melt-away texture. On the naturally sour side, but cured and stored in brine.

**Provençal:** A medium-green French olive, marinated in fragrant herbs de Provence (a mix of basil, lavender, thyme, fennel, savory, and rosemary). The herbs hit you in the nose first, followed by the olive and salt flavors. An interesting balance of herbal aroma and olive taste.

**Picholine:** A slender, full-flavored green olive from the south of France. Sweet (as olives go) with a nice, crunchy texture.

**Green Greek, cracked:** Crunchy flesh, flavored with lemon and stored in vinegar. Good bowl or antipasto olive.

**Moroccan, oil-cured:** These black olives have a wrinkled, leathery surface from the dry salt curing process. Since they retain more of their natural bitterness, oil-cured olives are better for cooking than eating straight.

**Spicy:** Cracked green olives in a powerful chili pepper/vinegar marinade with the consistency of tomato sauce. The after-burn sits on your tongue for a spell and hurts real good. Toss with pasta for a quick pepper fix.

**Garlic stuffed:** Always save the best for last. Another good martini olive, it's the same California Colossal olive stuffed with a pickled garlic clove. If you like garlic, you'll want to inhale a pound in a single sitting. Especially good during the cold and flu season, but if you're in close quarters, make sure everyone gets a taste.



**OLIVE SONOMA GUIDE**  
**TO SAVINGS** downloadable at  
[olivefestival.com](http://olivefestival.com)

For lodging & shopping specials,  
 recipes, full listing of events and to  
 download the Olive Sonoma Guide:  
[olivefestival.com](http://olivefestival.com)  
 866-996-1090 [info@sonomavalley.com](mailto:info@sonomavalley.com)

# FEATURED EVENTS

**1 Tour & Taste at Sonoma Valley's original and only The Olive Press**  
**JANUARY 2 - 31, 2011**  
 Complimentary tasting of our award-winning olive oils, vinegars and tapenades. Browse our artisan and gourmet gift shop where you can discover "All Things Olive". Featured in December 2010 Oprah Magazine's "O" List!! Come and see what all the excitement is about, tour our facility and see how our award-winning olive oil is made. To schedule a tour call (707) 939-8900.  
 24724 ARNOLD DR., SONOMA 95476  
 (707) 939-8900 THEOLIVEPRESS.COM

**2 Martini Madness at Saddles Restaurant MacArthur Place Inn & Spa**  
**JANUARY 7, 2011. 5PM-7PM.**  
 Bartenders from Sonoma Valley restaurants, bars & pubs vie to create the best new martini. Olive martini creations from local restaurants and bars, live jazz and delicious appetizers. Sample each of these unique, olive-inspired martinis and vote for your favorite! Tickets are now available online.  
 29 EAST MACARTHUR ST, SONOMA CA 95476  
 (707) 938-2929 MACARTHURPLACE.COM

**1 Olive Curing Workshop with Don Landis at Jacuzzi Family Vineyards**  
**JANUARY 9, 2011, 11AM-1PM**  
 Don Landis talks about the history of the Olive in California and gives a thorough description of de-bittering the Olive to make them edible with no lye. The Greek style brine cure, dry salt cure and sliced water cure are the methods discussed. Followed by tasting Olives with cheese and crackers.  
 FREE. RSVP REQUIRED.  
 707-823-5097 & OLIVEDON@HOTMAIL.COM  
 24724 ARNOLD DRIVE SONOMA, 95476  
 (707) 931-7575 JACUZZIWINES.COM

**3 Feast of the Olive Dinner at Ramekins Culinary School & Inn**  
**JANUARY 22, 2011. 5:30PM-10PM.**  
**\$150 PER PERSON**  
 Eat, drink and exalt the enchantments of Sonoma's famed green fruit at this year's Feast of the Olive. The best local chefs, winemakers and olive oil producers pair up to prepare unique feast. Tickets are \$150 per person Call (707) 996-1090 ext.108 to purchase tickets.  
 450 W SPAIN ST, SONOMA CA 95476

# EVENTS

**4 Estate Olive Oil, Vinegar, and Wine Tasting at B.R. Cohn Winery**  
**JANUARY 2 - 31, 2011. 11AM-1:30PM**  
 Come Visit B. R. Cohn Winery and Olive Oil Company in the Heart of Sonoma Valley surrounded by vineyards & French Picholine Olive trees planted in the 1870's. Our winery & Gourmet Shop are the perfect location to enjoy this year's Olive Season in Sonoma Valley. Taste our award winning wines; sample our extra virgin olive oils, wine vinegars, and gourmet food products.  
 15000 SONOMA HWY 12, GLEN ELLEN CA 95442  
 (707) 931-7923 BRCOHN.COM

**5 Artisan Olive Oil Tasting at Figone's of California**  
**JANUARY 2 - 31, 2011**  
 Enjoy complimentary samples of our large variety of fresh pressed olive oils at our new Kenwood facility!  
 9580 SONOMA HWY 12, KENWOOD CA 95452  
 (707) 282-9092 FIGONEOLIVEOIL.COM

**6 Olive Trees in Sonoma State Historic Park**  
**JANUARY 2 - 31, 2011**  
 Discover the heritage olive trees at Sonoma State Historic Park. Enjoy a picnic under our historic olive grove at the General Vallejo Home or relax under our heritage olive trees at Mission San Francisco Solano de Sonoma. Adult admission is \$3, children 6 to 17 are \$2, and children under 6 are free. Sonoma State Historic Park is open daily 10am to 5pm.  
 CORNER OF FIRST ST E & E SPAIN ST, SONOMA CA 95476  
 (707) 938-9560 PARKS.CA.GOV

**7 Wine Country Chocolates: Chocolate and Olives???**  
**JANUARY 2 - 31, 2011**  
 With everything olive this season, why not try olives dipped in our luscious dark chocolate. It's a delicious salty yet sweet treat! Closed most Tuesdays & Wednesdays. 11am-5pm.  
 SONOMA PLAZA 414 FIRST ST EAST, SONOMA CA 95476  
 (707) 933-4475 WINECOUNTRYCHOCOLATES.COM

**3 Ramekins presents Olive Inspired Class with John McReynolds**  
**JANUARY 13, 2011, 6:30 - 9:30PM**  
 Olive oil is a ubiquitous yet complex kitchen staple with amazing potential that is often overlooked. Here in Sonoma, we have access to a great variety of premium oils with varying flavors and qualities. Special Guest Chef John McReynolds will show you how to use olive oil to complement and enhance your cooking in inspiring new ways. Class \$100.  
 450 W SPAIN ST, SONOMA CA 95476  
 (707) 933-0450 TO RESERVE RAMEKINS.COM

**6 El Dorado Kitchen presents "Martinis & Music"**  
**JANUARY 14, 2011. 6 - 8PM.**  
 Enjoy one of humanities most embraced cocktail garnishes; the olive! Enjoy a live martini bar alongside our cozy fireplace while you take in the sounds of some fabulous live music! One Friday during each month of the Olive Season we'll host local jazz musicians while you sip a shaken dirty olive martini. Cocktail service includes traditional & non-traditional \$5 martinis and an olive-inspired lounge menu. No cover.  
 405 FIRST ST W, SONOMA CA 95476  
 (707) 996-3030 ELDORADOSONOMA.COM

**9 Backyard Olive Tree Basics with McEvoy Ranch and Junipero & Co**  
**JANUARY 14, 2010. 4PM - 7PM. \$8.**  
 Join Junipero & Co. in-store for an informative and tasty evening! Samantha Dorsey, McEvoy Ranch's nursery & vineyard manager, will discuss the proper care for your backyard olive trees and offer tips to help maintain healthy and happy olive trees. She will also discuss the characteristics of many of her favorite Tuscan varieties, in addition to the history of the magnificent McEvoy Ranch in Petaluma and her role there. Light hors d'oeuvres featuring McEvoy Ranch's Olivo Nuovo. A portion of the evening's sales benefit the Sonoma Valley School Garden Project. Space is limited, RSVP:  
 JUNIPERO & CO. 1158 EAST NAPA ST, SONOMA CA 95476  
 (707) 939-9065 JUNIPEROANDCO.COM

**10 Matanzas Creek Handpicked Merlot Selections**  
**JANUARY 15, 2011. 10AM - 4:30PM \$5**  
 Matanzas Creek believes that Merlot can be one of the most age worthy wines produced in California. We will share some of our handpicked library selections, feasting 1996, 1997, 1998 and 1999 vintages of Matanzas Creek Merlot. Winemaker Marcia Monahan will be on hand to host complimentary seminars at 11am and 1pm.  
 (800) 590-6464 MATANZASCREEK.COM  
 6907 BENNETT VALLEY RD, SANTA ROSA 95404

**4 Olive Curing Workshop with Don Landis at B.R. Cohn Winery**  
**JANUARY 23, 2011, 11AM-1PM**  
 Don Landis talks about the history of the Olive in California and gives a thorough description of de-bittering the Olive to make them edible with no lye. The Greek style brine cure, dry salt cure and sliced water cure are the methods discussed. Followed by tasting Olives with cheese and crackers. Free.  
 BRCOHN.COM RSVP REQUIRED.  
 (707) 938-4064 X124 OLIVEDON@HOTMAIL.COM  
 15000 SONOMA HWY 12, GLEN ELLEN 95442

## OLIVE SEASON PARTICIPATING BUSINESSES

DECEMBER - FEBRUARY

**10** Matanzas Creek Winery

**9** Backyard Olive Tree Basics with McEvoy Ranch and Junipero & Co

**8** El Dorado Kitchen presents "Martinis & Music"

**7** Wine Country Chocolates: Chocolate and Olives???

**6** Olive Trees in Sonoma State Historic Park

**5** Artisan Olive Oil Tasting at Figone's of California

**4** Estate Olive Oil, Vinegar, and Wine Tasting at B.R. Cohn Winery

**3** Ramekins presents Olive Inspired Class with John McReynolds

**2** Martini Madness at Saddles Restaurant MacArthur Place Inn & Spa

**1** Olive Curing Workshop with Don Landis at Jacuzzi Family Vineyards

**City of Sonoma**

Sonoma Valley Visitors Bureau on The Plaza

Ramekins

El Pueblo Inn

El Dorado Hotel & Kitchen

Sonoma Index-Tribune

Best Western Sonoma Valley Inn

Sonoma Valley Vintners & Growers Alliance

Sonoma Valley Regional Park

North Bay Made Wine Country Chocolates

Auberge Sonoma Junipero & Co.

Inn at Sonoma

MacArthur Place Inn & Spa

**Visit olivefestival.com for lodging & shopping specials, recipes, full listing of events and to download the Olive Sonoma Guide.**

**LOOK FOR THIS IN THE WINDOW**

**Legend**

▲ Regional & State Parks

★ SVVB Visitor Centers

**Regional Map**

Santa Rosa

Petaluma

Novato

San Francisco Magazine

KGO Radio

San Francisco

San Jose Magazine

Sacramento Magazine

Solano Magazine

Diablo Magazine

Walnut Creek

Oakland

Berkeley

San Jose Magazine