



# FleurieuFood

F L E U R I E U P E N I N S U L A

## Vince Scarfo

### Diana Olive Oil

Vince Scarfo, a second generation olive grower, launched his own premium brand, Diana, in 1989. His bustling business in Willunga encompasses the crushing, packaging and distribution of Diana Olive Oil along with crushing services for many Fleurieu Peninsula olive growers.

#### The Product

Vince produces a range of olive oils under the Diana label. The premium Novello, meaning The New One, is produced from the very first harvest of the season and made in limited quantities.

He carefully selects small batches of two varieties - Frantoio (Tuscan origin) and Koroneki (Greek origin) – to create a character driven extra virgin olive oil.

### Tracing the hands

Vince sources fruit from his family's olives groves and from other growers scattered throughout the Fleurieu. He believes his practice of minimal intervention combined with the latest technology in crushing and processing produces the highest quality oil.

#### Why Fleurieu

“My father first settled the family on the Fleurieu Peninsula with the plan to set up market gardens but he found the high rainfall and fertile soils ideal for growing olives.” Vince has located his crushing facility in Willunga set amongst his olive groves on the valley floor. “I believe that the Fleurieu region's diverse range of microclimates gives me the range of complex flavours and characters that make Diana Olive Oil so distinctive.”

#### Availability

Diana Extra Virgin Olive Oil is available in selected retail outlets, on line through their website and to the food service industry throughout Australia.

[www.dianaoliveoil.com.au](http://www.dianaoliveoil.com.au)