Gòcce d'amuri

EXTRA VIRGIN OLIVE OIL

DOP MONTE ETNA

FRANCESCO COSTA
OLEIFICIO



Oleificio Francesco Costa: the story of a family-run olive mill on the slopes of Mount Etna

For over 50 years, **Oleificio Costa** has carried forward a family story, passed down from father to son, made of passion, work and dedication to the land.

A story that has its roots on the slopes of Mount Etna, where volcanic nature meets Sicilian agricultural tradition, in Bronte.

Everything began in the 1950s, when **Francesco Costa**, together with his father Nicola, ran an agricultural business dedicated to olive cultivation.

Among the aromas of the mill and the work in the fields, his son Gaetano also grew up, gradually transforming his interest in olive oil into a true professional path, becoming a certified taster.

Over the years, the olive mill developed and moved to a more modern facility, where the bottling of oils under its own brand also began.

Since 2007, **Gaetano Costa** has led the company with a contemporary vision and a strong focus on quality, enhancing extra virgin olive oil from the Etna territory, up to certified **DOP Monte Etna** production.

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OLIO EXTRA VERGINE DI OLIVA

"Ogghiu di suli, di lava e tantu amuri"



DOP MONTE ETNA

"Ogghiu di suli, di lava e tantu amuri": Oil of sun, lava and love. A tribute to the land, the warmth of the sun and a deep passion for tradition.

Gocce d’amuri, a Sicilian gastronomic icon

DOP Monte Etna extra virgin olive oil is the protagonist of this new project by **Oleificio Francesco Costa**: an excellence that encapsulates the authentic identity of the Etna territory, an expression of its volcanic nature and local agricultural tradition.

Its unique organoleptic characteristics arise from the encounter between volcanic soil and the microclimate of the slopes of Mount Etna, giving life to an intense, balanced and distinctive aromatic profile.

TARGET AND DISTRIBUTION

Gocce d’Amuri is designed to integrate perfectly into restaurant contexts, specialty stores and e-commerce platforms dedicated to gastronomic excellence.



The product is aimed at an audience attentive to the quality and origin of raw materials: restaurateurs, specialty food shops and distributors who handle its distribution, both in physical retail locations and through online channels dedicated to Sicilian gastronomic excellence.
It is also intended for Italian and international tourists, conscious consumers and enthusiasts of products characterised by high quality standards and certifications of origin.

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Gocce d'amuri: the essence of Etna in a drop

Gocce d'amuri is a **DOP Monte Etna extra virgin** olive oil obtained from olives grown on the slopes of the volcano, one of the most generous territories for olive cultivation in Italy.

The prevalence of Nocellara Etnea, alongside small percentages of Biancolilla and Moresca, defines an authentic and territorial profile.

The processing combines tradition and innovation to best preserve the qualities of the oil. The result is a high-quality product, with low acidity and a balanced, harmonious taste.

On the nose it is fruity and fresh, with notes of artichoke and aromatic herbs; on the palate it presents a light bitter and spicy component. Ideal used raw, it enhances fish dishes, vegetables and white meats.

A packaging that tells the story of "Gocce d'amuri"

Designed to stand out, it takes shape as an iconic object capable of evoking a sensory and cultural experience.
The 500 ml cylindrical tin combines functionality and symbolic value: resistant, lightweight and easy to carry, it also becomes a perfect souvenir object.

The packaging thus takes on a triple role:

- Ambassador of the territory, expression of Sicilian gastronomic culture
- Object of value, elegant and durable
- Travel memory, authentic and recognisable

The visual language is inspired by the primordial energy of Mount Etna.

Black recalls volcanic stone, while red evokes magma, strength and passion. Fluid shapes evoke matter in motion, transforming the "drop" into a living and dynamic sign.



The name **Gocce d'amuri** thus becomes a key narrative element of the project: a drop that is not only oil, but an expression of land, warmth and identity.

The format and essential design also make it ideal for direct sales, transforming it into a product with high perceived value, perfect as an impulse purchase or gastronomic souvenir.

VALORE PER IL PUNTO VENDITA

- Strengthens the identity of the venue
- Increases the perceived value of the service
- Generates opportunities for direct sales

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