

New business looks to add healthy flavor to dinner tables

by **TIM TROGLEN** | REPORTER

Hudson — Residents searching for a healthy and flavorful substitute to standard cooking oils, vinegars and other ingredients will soon have another option to explore.

Olive My Heart will open its doors and tasting rooms in mid-April at 5108 Darrow Road.

Owner Linda Coleman, from Kent, promises that customers will be pleased with the shop's "standards of freshness and quality ... which customers are encouraged to experience for themselves by tasting the products."

"We are convinced that once consumers understand what authentic fresh high quality olive oil is, they will no longer accept stale, substandard, refined or defective olive oil in its place," she said.

But olive oil is not just about flavor, according to Coleman.

"Most people have heard about the health benefits of olive oil, and we aim to maximize those benefits by offering the best product possible," she said.

The company's olive oils will contain the lowest free fatty acids and peroxide levels possible, Coleman said.

The oils will also contain higher levels of polyphenol and oleic acid.

"Polyphenol and oleic acid are naturally occurring compounds found in all extra virgin olive oil and both have been proven to be very powerful antioxidants," Coleman said.

The company's goal is to "change the way consumers understand and consume olive oil."

"The key to a better understanding is accurate information and firsthand experience in our shop," Coleman said. "It is truly a unique experience, and we think consumers' habits



Linda Coleman, owner of Olive My Heart LLC, stands outside her shop, 5108 Darrow Road, which is set to open in mid-April. The shop will specialize in extra virgin olive oils from around the world and have samples available for tasting.

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and practices will dramatically change when the facts about olive oil's nutrition, quality and durability are clearly understood."

The shop will carry close to 50 extra virgin olive oils, specialty oils, aged balsamic vinegars and spices, she said.

Olive oils will be supplied from both hemispheres, according to Coleman.

"This will allow us to offer the freshest olive oil possible, throughout the year — customers will even be able to see the harvest dates of each oil, right on its tank," she said.

The 900-square-foot space was previously occupied by chiropractor Jody Izzo. The hours of operation had not been set as of press time.

This is Coleman's first foray into business ownership. However, Coleman has "worn a lot of hats" while working in the banking industry, school transportation and as a florist, she said.

Visit <http://olivemyheart.com> for more information.

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POULTRY OWNERSHIP WORKSHOP

This workshop is presented by:

Western Reserve Farm Cooperative, Purina Mills LLC, OSU Extension & The Portage County Farm Bureau



Purina Mills



**DOOR PRIZES!
REFRESHMENTS!**

DATE:

April 3, 2012

TIME:

6:30pm - 8:30pm

WHERE:

OSU Extension Office
6970 State Route 88, Ravenna
Meeting room - please use rear entrance

AGENDA:

6:30 - 7:00pm

7:00 - 7:45pm

7:45 - 8:15pm

Registration

Christa Scarbrough, Land O' Lakes
Purina Feeds "Tips to a Successful Backyard Flock"

Heather Neikirk, OSU Extension
Agriculture & Natural Resources
Extension Educator "Is Your Flock Market Ready?" What you need to know about labeling, pricing, & promoting your poultry products.

A **Coupon Sheet** will be given to each household that attends. This coupon sheet has tremendous savings on poultry feeds and supplies! You can't afford to miss the savings opportunity of these coupons!

For more information or to make reservations call Jean Robeson at **330-296-3424** or **1-800-688-4565**

A brief question and answer session will follow each presentation.

DON'T MISS THIS EXCITING EVENT!