

Jamie Oliver Ambient Italian & Mediterranean Range



About Jamie (History & Ethos)

- Jamie Oliver has become a **household name** - quality, passion, excitement and honesty
- One of the world's best-loved **television personalities** (with the television series 'The Naked Chef' (BBC), 'Jamie's Kitchen', 'Jamie's School Dinners', 'Jamie's Great Italian Escape', 'Return to School Dinners', 'Jamie's Chef', 'Jamie at Home', 'Jamie's Ministry of Food', 'Jamie Does....', and more recently 'Jamie's Food Revolution USA', as well as the one-off specials 'Jamie's Fowl Dinners', 'Eat To Save Your Life and Jamie Saves our Bacon (all for channel 4) & programmes have been broadcast in over 100 countries
- Having been translated into 29 languages, the accompanying **cookbooks** are bestsellers not only in the UK but across the world.
- The Jamie Oliver **Italian and Mediterranean range launched in 2004** and has gone from strength to strength
- The **high street restaurant collection 'Jamie's Italian'** is hugely popular across the UK and **the Fifteen restaurant group** which he founded in 2002, provides training for young people in four locations around the world as well as producing food of the highest quality.
- Born on **27 May 1975**, Jamie took an early interest in food. He grew up in Essex, where his parents Trevor and Sally still run their own highly respected pub/restaurant
- Jamie lives in London and Essex** with his wife, Jools, and their four children, Poppy, Daisy, Petal and Buddy.
- Inspires people to enjoy being in the kitchen and even planting their own foods



About Jamie (History & Ethos)

Jamie's Philosophy to Food and Healthy Eating

It has always been about enjoying everything in a balanced, and sane way. So when he talks about having a 'healthy' approach to food, and eating better he's talking about achieving that sense of balance: lots of the good stuff, loads of variety, and the odd indulgence every now and then

- Food belongs to everyone
- Everyone can have a go at cooking it
- Everyone can afford to eat well
- Food can make a difference

Jamie's Objectives in Food Retail

- to bring energy and dynamism to the category through recipes, flavours, ingredients and communication
- to give consumers the confidence to add bold and exciting flavours to their weekday meals
- to liven up consumers' meals with a range of tasty, fun products, in an ethical and responsible manner
- to inspire consumers to get stuck in and take pride and interest in cooking and food themselves

Jamie Oliver's Ambient Italian and Mediterranean Range

- All Jamie Oliver products are manufactured by carefully selected companies, who we have enjoyed working relationships for many years.
- All manufacturing sites are BRC GRADE "A", and deliver consistent, very high quality products.
- All sites are regularly audited by VIVA Foods, to maintain standards.

The range always offers Restaurant quality, at affordable prices.



Jamie Oliver Pasta Sauce Range

Jamie Oliver Tomato & Basil Pasta Sauce 400g

Jamie Oliver quote

I love this Tomato & Basil pasta sauce, made using the best Italian tomatoes and fragrant basil. At home I simmer it with prawns or mussels for a hearty seafood stew. Made with love



Contains: Tomatoes (65%) (Contain Acidity Regulator: Citric Acid), Tomato Concentrate, Carrots, Water, Onions, Extra Virgin Olive Oil, Basil (1.2%), Sugar, Rock Salt

Jamie Oliver Tomato & Chilli Pasta Sauce 400g

Jamie Oliver quote

I love the kick from the fiery chillies in this sauce, and beautiful ripe tomatoes add a real depth of flavour. At our place we use it as a base for chilli con carne. Made with love



Contains: Tomatoes (38%) (Contain Acidity Regulator: Citric Acid), Tomato Concentrate, Carrots, Water, Red Peppers, Sunflower Oil, Carrots, Onions, Chilli Peppers (1.5%), Garlic, Parsley, Extra Virgin Olive Oil, Rock Salt

Jamie Oliver Tomato, Olive & Garlic Pasta Sauce 400g

Jamie Oliver quote

This authentic sauce is packed with traditional Italian ingredients: garlic, chillies, capers and tomatoes. I like to spread it over a pizza base with some mozzarella to share with friends. Made with love



Contains: Tomatoes (71%) (Contain Acidity Regulator: Citric Acid), Tomato Concentrate (14%), Water, Olives (4%), Olive Oil, Capers, Basil, Garlic (0.6%), Chilli Pepper (0.2%)

Jamie Oliver Red Onion & Rosemary Pasta Sauce 400g

Jamie Oliver quote

Try this as a base with lamb. It's made with sweet red onions, aromatic rosemary and a hint of chilli which makes for a gorgeous mix of flavours. Made with love



Contains: Tomatoes (72%) (Contain Acidity Regulator: Citric Acid), Tomato Concentrate (7.9%), Red onions (7%), Olive Oil, Carrots, Water, Garlic, Salt, Rosemary (0.25%), Chilli Peppers (0.25%)

Jamie Oliver Pesto Range

Jamie Oliver Green Pesto 190g

Jamie Oliver quote

My favourite classic pesto with basil, pine nuts and Grana Padano cheese, with extra virgin olive oil to make it silky smooth. Made with love



Contains: Basil (38%), Extra virgin Olive Oil (18%), Sunflower Oil, Cashew Nuts, Grana Padano Cheese (6.9%), Pine Nuts (4%), Pecorino Cheese, Garlic, Sugar, Salt, Acidity Regulator: Lactic Acid, Antioxidant: Ascorbic Acid.

Jamie Oliver Red Pesto 190g

Jamie Oliver quote

My tasty red pesto is made with tomatoes for a rich, sweet and sticky twist. Made with love



Contains: Sunflower Oil, Water, Sundried Tomatoes (12%), Tomato Concentrate, Tomatoes (contain Acidity regulator: Citric Acid), Basil, Cashew Nuts, Grana Padano Cheese, Italian Pine Nuts, Sea Salt, Extra Virgin Olive Oil, Sugar, Pecorino Cheese, Garlic, Acidity Regulator: Citric Acid, Antioxidant: Ascorbic Acid

Jamie Oliver Italian Herb Pesto 190g

Jamie Oliver quote

I think this variation of green pesto is great. The rosemary and capers give it a rich, savoury depth of flavour. Made with love



Contains: Sunflower Oil, Basil (12%), Cashew Nuts, Olive Oil, Extra Virgin Olive Oil, Parsley, Pecorino Cheese, Almonds, Water, Rosemary (3%), Capers, Garlic, Sea Salt, Thyme (1.1%), Acidity Regulator: Lactic Acid, Antioxidant: Ascorbic Acid

Jamie Oliver Chilli & Garlic Pesto 190g

Jamie Oliver quote

My wickedly indulgent hot and spicy pesto is made with loads of red chilli and garlic – not for the faint-hearted! Made with love



Contains: Tomatoes (Contain Acidity Regulator: Citric Acid), Sunflower Oil, Chilli Pepper (11%) (Contains: Salt, Sulphur Dioxide), Garlic (9%), Tomato Concentrate, Maize Starch, Stabiliser: Locust Bean Gum, Acidity Regulator: Citric Acid, Oregano

Jamie Oliver Walnut & Red Pepper Pesto 190g

Jamie Oliver quote

My twist on red pesto, with peppers and walnuts for an extra-sweet and nutty crunch.



Contains: Tomatoes (Contain Acidity Regulator: Citric Acid), Sunflower Oil, Yellow Peppers (15%), Red Peppers (13%), Sundried Tomatoes (Contain Acidity Regulator: Citric Acid), Walnuts (4%), Basil, Pecorino Cheese, Potato Powder, Cashew Nuts Flour, Garlic, Chilli, Antioxidant: Ascorbic Acid, Sea Salt, Acidity Regulator: Lactic Acid, Marjoram, Oregano

Jamie Oliver Coriander & Cashew Pesto 190g

Jamie Oliver quote

I love this Asian-inspired pesto, made with red chilli, cashew nuts, zingy coriander and nutty sesame oil. Made with love



Contains: Coriander (30%), Sunflower Oil, Cashew Nuts (9%), Parmigiano Reggiano Cheese, Olive Oil, Parsley, Lemon Juice from concentrate (Contains Antioxidant: Potassium Metabisulphite), Chilli Pepper, Garlic, Sesame Seed Oil, Sea Salt, Sesame Seeds, Acidity Regulator: Lactic Acid

Jamie Oliver Bruschetta Topping Range

Jamie Oliver Tomato & Black Olive Bruschetta Topping 180g

Jamie Oliver quote

I love this spread. It's packed with sun-dried tomatoes and ripe black olives and bursting with flavour – a little goes a long way. Made with love



Contains: Olive Oil, Black Olives (22%), Green Olives, Water, Sundried Tomatoes (14%), Lemon Juice from concentrate (Contains Antioxidant: Potassium Metabisulphite), Garlic, Sea Salt, Basil.

Jamie Oliver Green Olive & Fennel Bruschetta Topping 180g

Jamie Oliver quote

I think this is great, its packed with ripe green olives, fennel and aromatic thyme, this jar is bursting with flavour – a little goes a long way. Made with love



Contains: Green Olives (37%) (Contain Acidity Regulator: Lactic Acid), Fennel (27%), Olive Oil, Extra Virgin Olive Oil, Water, Red Onion, Sea Salt, Fennel Seeds, Thyme.

Jamie Oliver Tomato & Red Onion Bruschetta Topping 180g

Jamie Oliver quote

My favourite packed with sun-dried tomatoes and red onions, this jar is bursting with sweet, tangy flavour – a little goes a long way. Made with love



Contains: Red onion (36%), Water, Sundried Tomatoes (18%), Olive Oil, Sea Salt, Black Olives, Antioxidant: Ascorbic Acid, Oregano, Acidity Regulator: Citric Acid

Jamie Oliver Antipasti Range

Jamie Oliver Artichoke Hearts 'tender Italian antipasti' 280g

The tender heart of the Artichoke Flower – These Jamie Oliver Artichoke hearts are fantastic served with Parma ham or stirred into a beautiful risotto with a bit of Parmesan cheese.



Contains: Artichokes (57%), Sunflower Oil (35%), White Wine Vinegar (Contains Sulphites), Rock Salt, Extra Virgin Olive Oil, Rosemary, Chilli, Garlic, Parsley, Black Pepper.

Jamie Oliver Grilled Peppers 'ripe Italian antipasti' 280g

These Jamie Oliver Grilled Peppers are amazing sliced and tossed through salad or used as a pizza topping with some torn up mozzarella cheese.



Contains: Grilled Mixed Peppers (50%), Sunflower Oil (34%), Extra Virgin Olive Oil, Wine Vinegar (Contains Sulphites), Sugar, Salt, Parsley, Acidity Regulator: Citric Acid, Garlic, Rosemary

Jamie Oliver Sun-dried Tomatoes 'sweet Italian antipasti' 280g

Jamie Oliver Sun-dried tomatoes are lovely tossed in a salad with some rocket and shaved Parmesan cheese or try them simmered in a tomato pasta sauce to make it extra rich and tasty



Contains: Sun-dried Tomatoes (54%), Sunflower Oil (43%), Salt, Oregano, Extra Virgin Olive Oil, Acidity Regulator: Citric Acid and Lactic Acid, Garlic, Black Pepper

Jamie Oliver Dried Pasta Range

Jamie Oliver Free Range Egg Lasagne 250g

Jamie Oliver quote: My favourite made with durum wheat semolina, water and a whole free-range eggs. Made with love.



Free-range Eggs (11%)

Jamie Oliver Bronze Die Fusilli 500g

Jamie Oliver quote
My favourite simply made with Durum wheat semolina and water, nothing else. It's great for hearty dishes with family and friends Made with Love.



Tips & Hints

This fusilli is fantastic with my tomato, olive and garlic pasta sauce. I love sharing this out with antipasti and a selection of Italian meats.

Jamie Oliver Bronze Die Penne 500g

Jamie Oliver quote
My simple penne made with durum wheat semolina and water, nothing else. It's fantastic to cook up in a big bowl and share with family and friends. Made with Love.



Tips & Hints

I like to mix this penne with my tomato & basil pasta sauce and some good-quality bacon. Then just cover with my Parmigiano Reggiano and bake in the oven.

Jamie Oliver Bronze Die Spaghetti 500g

Jamie Oliver quote
I love this...simply made with Durum wheat semolina and water, nothing else. It's great to share cooked up with brilliant flavours, Made with Love.



Tips & Hints

I love to cook up this spaghetti with my chilli & garlic pesto. It's a family favourite at home when served with crusty garlic bread and chunks of Parmigiano Reggiano.

Jamie Oliver Bronze Die Mini Shell Conchigliette 250g

This Jamie Oliver Conchigliette has been made in Italy from durum wheat semolina and extruded using bronze die that creates a textured surface so it holds sauce better and makes for a great eating experience.



Tips & Hints

Pasta should always have a really important place in your kitchen – it's great for hearty dishes with family and friends. This conchigliette is fantastic in some good hearty soups and for pasta salads.

Jamie Oliver Oils Range

Jamie Oliver Every Day Olive Oil 500ml

Jamie Oliver quote

I always use ... this olive oil. It's perfect for frying or rubbing on meat and fish before grilling or barbecuing. Its nutty flavour goes great with salads when you want a milder dressing. Made with love

Contains: Composed of refined olive oils and virgin olive oils



Jamie Oliver 100% Italian Extra Virgin Olive Oil 500ml

Jamie Oliver quote

My favourite extra virgin olive oil has a bit of a peppery kick to it. Simply drizzle it over soups, stews and pasta dishes. It's also great as a dip for chunks of crusty bread before a meal. Made with love

Contains: Extra Virgin Olive Oil Superior category olive oil obtained directly from olives and solely by mechanical means.



Jamie Oliver Vinegar Range

Jamie Oliver Chianti DOCG Red Wine Vinegar 250ml

This vinegar is obtained from varietal wines IGP (Protected Geographical Indication) or DOCG (Controlled and Guaranteed Designation of Origin), and display characteristics reminiscent of the original grape variety. Jamie Oliver Chianti Red Wine Vinegar has an acidity of 6%.



Jamie Oliver Pinot IGP White Wine Vinegar 250ml

This vinegar is obtained from varietal wines IGP (Protected Geographical Indication) and display characteristics reminiscent of the original grape variety. Jamie Oliver Pinot White Wine Vinegar has an acidity of 6%.



Jamie Oliver Balsamic Vinegar 250ml

Jamie Oliver quote

I love this balsamic vinegar. It's made by aging sweet grape juice in wooden barrels. At home we love to drizzle it over cheese such as mozzarella or my Parmigiano Reggiano, or just dunk crusty bread in it. Made with love



Contains: Wine Vinegar, Cooked Grape Must

Jamie Oliver Thick & Sticky Chilli Balsamic 250ml

Jamie Oliver Thick & Sticky Chilli Balsamic is a creamy condiment obtained from reductions of the Jamie Oliver Balsamic Vinegar of Modena PGI. It is made from the finest Italian Balsamic Vinegar of Modena and cooked grape must. It is great as a cold garnish lending a touch of balsamic flavour to fruit salads, ice cream, desserts and cheese or added to meat, eggs, shrimps and risotto during cooking.



About Jamie's Producers

- 1. Acetaia Giuseppe Cremonini** is a family run company which was founded by Giuseppe Cremonini. Today his three children, who are bolstered by experience accumulated by their family over fifty years in the food industry, manage and run the business. The company is located in Spilamberto Italy, on a small farm mostly cultivated with Lambrusco Grasparossa and Trebbiano vines, the typical grapes used to produce Balsamic Vinegar of Modena. Cremonini's speciality lies in the production of IGP **Balsamic Vinegar** of Modena.
- 2. CLAS** was established in 1989 by the Bersano family who still manage the business today. The small family-run factory is located in Liguria Italy, the original birth place of pesto. Its ideal location allows CLAS to produce authentic pesto using locally grown basil. The company is a specialised producer of Italian pestos, **bruschettas**, tapenades, spreads and sauces.
- 3. Fiorentini Firenze Spa** is a family managed oil packaging company, founded in 1965 by brother and sister, Fabrizio and Gianna Fusi. In 1995, Gianna and her brother Fabrizio, helped by their children Martina, Michela and Massimo, decided to enlarge the company. They founded Fiorentini Firenze Spa, which specialized in the packaging of high quality **olive oil**, which is 100% Italian
- 4. Pastificio Cellino SRL** - The Cellino Group is a family-owned business that was established in the 1960s by Ercole Cellino and is one of Sardinia's leading companies. Cellino began operations as a milling company, and is known today for its production of high quality **dried pasta**. The pasta factory was established in 2001 by Alberto and Lucia Cellino and has always been committed to using locally grown wheat. Great attention is placed on the production process, in order to ensure the product has excellent organoleptic properties.
- 5.** In 1979 the **Fazion** brothers began producing fresh egg pasta in Casaleone, near Verona. Just a few years later they built their first pasta machine for **lasagne** sheets, which was to become the company's core product. Fazion's accurate selection of raw materials combined with modern technology and a high attention to detail resulted in the company's ability to produce the first oven ready lasagne sheets that don't need to be pre-boiled. In addition to this, the pasta varieties are all produced using high quality ingredients, such as the best Kronos durum wheat and extremely fresh free-range eggs.
- 6. Gallina Bianca STAR** was founded by Danilo Fossati in 1948; nowadays, it is one of the most important Italian Food Companies, with clear Market Leadership in most of its product categories, such as its **pasta sauces**. The company is located in Agrate Brianza, Italy
- 7. Inpa Spa** is a family-run company producing vegetables preserved in olive oil, pickles, olives and fish-based hors d'oeuvres (**antipasti**). It is situated at the foot of the Vinci hills in the province of Florence and has three factories covering an area of 193,500 sq. ft. Experience gained in over 40 years of business has enabled the company to reach excellent production levels and guarantee the quality of the finished products

Thank You

VIVA foods

Jamie
KEEP IT SIMPLE
Oliver