



The logo for Frienn, with the word "FRIENN" in large, bold, black letters and "Italian frying" in smaller black letters below it, all set against a yellow brushstroke background.

**FRIENN**<sup>TM</sup>  
Italian frying

## PRODUCT DESCRIPTION

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FRIENN by Olitalia is a new frying oil with patent pending, created by Olitalia in collaboration with the Italian Chef Pasquale Torrente and the support of the University of Bologna.

The innovation of its recipe consists in the absence of palm oil and the presence of antioxidants, partly extracted from the rosemary plant, which gives the product an Italian identity. FRIENN is ideal for frying food tasting the Mediterranean flavour.

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Appetizing and crispy fried food, light in colour: these features identify FRIENN style in frying, with an excellent result as for food **texture** and **flavour**. Stability at high temperatures, high smoking point and no foam are the main characteristics of FRIENN by Olitalia, which derive from its natural formulation and prevent oil from burning when frying, for dry and golden-fried food.

The high content in oleic acid and vitamin E ensures **extraordinary performances** in frying.

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## PRODUCT STRONG POINTS

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- ✓ DRY, CRISPY AND LIGHT IN TASTE FOOD
- ✓ NO OFF-FLAVOURS
- ✓ HIGH TEMPERATURE STABILITY

**SMOKE POINT**  
**230°C**

**PALM OIL FREE**

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## PASQUALE TORRENTE



He is the appreciated Italian Chef born in Salerno, Campania (Southern Italy), owner of the restaurant “Al Convento”, in the typical village of Cetara on the Amalfi Coast.

Tradition and enhancement of the raw materials are the base of his culinary credo.



Created with the Chef  
PASQUALE TORRENTE

The so-called “Re delle Alici” (King of Anchovies) enriches your dish with the renowned fresh catch from Campania, which in his hands becomes a gift for the joy of the table.

Together with his son Gaetano, he arrived even in Rome, within Eataly world, with the aim of winning over the palate of the Italian capital city thanks to the art of frying, wisely mixing the “paranza” (Italian fried seafood speciality) with the most innovative crispy specialities.

## 5 TIPS FOR PERFECT FRYING

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- 1 Fry at the right temperature, according to food type.
- 2 The quantity of oil should be higher than the amount of food to be cooked so that the temperature doesn't drop excessively once the food is immersed.
- 3 Drain and dry the food well before frying.
- 4 Never salt food while frying; put salt only after frying.
- 5 Always use a suitably sized and shaped frying pan according to the amount and type of food to be cooked.

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# AVAILABLE SIZES



1L Pet Bottle



# MARCOM TOOLS

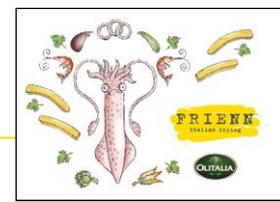
PPT Presentation



Photo



Leaflet



ADV



Press Release  
Mini web site

Product Catalogue



[www.frienn.olitalia.com](http://www.frienn.olitalia.com)



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OLITALIA S.r.l. Legal Office: via A. Meucci 22/a 47122 Forlì (FC) - Italy - VAT number and Fiscal Code: 01491110407