

WHAT'S IN enjoy THE STORE STORE

OUR PRODUCTS TELL STORIES

NORTHERN
CALIFORNIA
EDITION

POUR IT ON

In February 1947, H.R. Crane purchased 25 acres of old olive trees in Corning, Calif. Before long, he and his family were cultivating over 100 acres of Sevillano and Manzanillo olives.

In 2009, H.R.'s grandsons planted 200 acres of new olive orchards, purchased an olive mill and formed a partnership with a neighbor to begin milling a premium extra virgin olive oil under the Lucero Olive Oil brand name, another local company established in 2005.

Today, two of H.R. Crane's grandsons and two of his great-grandsons work with 25 local residents to run the company, including over 500 acres of olive trees. All product is grown, milled and bottled in Corning.

Enjoy the Store Redding sells a variety of Lucero products, including olives, olive oils, balsamic vinegars and tapenade. The store carries four types of olives: heritage olive mix, blue cheese, garlic & jalapeno and martini. They carry four types of olive oils: lemon, basil, garlic and chocolate and two extra virgin olive oils: the robust estate blend and the delicate estate blend. As for balsamic vinegars, Enjoy sells a traditional red balsamic, strawberry, fig, peach and one called Bianco. The store also carries Lucero's tapenade, including artichoke lemon, green olive and roasted tomato.

To learn more about the Lucero company, visit www.lucerooliveoil.com or call (530) 824-2190. You can also connect with them on Facebook, Twitter and Pinterest.

