



la temperanza  
bono e cortese

**the temperance** card reminds us that moderation and restraint help us to bring everything back into equilibrium. The olive oil that bears this name is a bright golden yellow tending towards green, with a complex and surprising aroma. On the nose, it offers rich floral notes and a pleasing fruitiness, with hints of banana and white fruits, vanilla and a dash of sage, mint and basil. This olive oil has a full, refined flavour, offering traces of dried fruit and celery, whilst providing a balance between pungency and bitterness.

BONO LIKES *this olive oil in a dressing for a chicken and mango salad with black pepper, or with raw croaker fish on toasted spiced bread, with fennel and orange salad, with soft cheeses such as robiola and crescenza, or as an ingredient in fine pastries.*



l'eremita  
bono e sereno

**the hermit** tarot card is always on the move, looking for something precious and unique, just as a drop of olive oil gives a hint of new and exotic aromas. This olive oil is clear and intense to the eye, with a beautiful golden yellow colour. It offers a full, distinctive bouquet, rich in traces of dried fruit, lettuce and artichoke, also present to the taste, where the full flavour combines perfectly with traces of almond, fresh walnut and again artichoke. The only just perceptible hints of pepper and bitterness are very well balanced.

BONO LIKES *this olive oil in a salad of Granny Smith apple, celery and quartiolo (a typical Italian cheese, similar to feta), as an accompaniment for pumpkin or celeriac soup, with a delicious carpaccio of meat or fish, or drizzled over turbot cooked with wild fennel, or with almond, pistachio or walnut ice cream or even a nougat semifreddo.*



il sole  
bono e polposo

**the sun** is hearty, generous and, if we can think of it as a flavour, titillating and a bit spicy. It's no accident then that the olive oil that bears its name is a warm shade of golden yellow, with a hint of green. It has a fine, unmistakable nose, an explosion of fresh tomato pulp and tomato leaf, followed by oregano and marine-like aromas. The flavour is full and strong, with more than a touch of vegetable, freshly cut grass, celery and lettuce. There is just enough bitterness and pungency, which are kept well in check.

BONO LIKES *this olive oil in an imaginary caprese salad containing buffalo mozzarella, in guacamole or a Bloody Mary, whilst it multiplies the impression of bright red flesh if added to any recipe based on tomatoes, whether raw or cooked.*



il carro  
bono e ombroso

**the chariot** is all about movement, growth and new discoveries, just as happens when we taste something that initially appears to be delicate, but that then turns out to have a kick in the tail. Rather like this olive oil with its bright green colour with flashes of gold. It surprises us with its fulsome nose with herbal and balsamic notes. It has a refined, complex flavour thanks to distinctive undertones of cardoon, artichoke and wild leafy greens. The oil's bitterness and pungency, of medium intensity, are in perfect balance.

BONO LIKES *this olive oil in vegetable soups, acquacotta and ribollita, with borage and ricotta salata ravioli, asparagus risotto, sautéed greens or crudité.*



l'imperatrice  
bono e impetuoso

**the empress** takes charge of our senses, with impetuous and passionate love, spinning around in a sensuale dance across our taste buds. Dark golden yellow in colour with flashes of green, this olive oil can have only one meaning: amazement. The initial nose is one of cut grass, olive and an unexpected and overwhelming scent of black cherry and red fruits, which remains in the mouth, where it mixes with an incredible spiciness. This olive oil has strong and long-lasting notes of bitterness and pepper.

BONO LIKES *this oil with goulash and cotechino, with wild boar casserole cooked with cocoa beans and onion, with a confit of octopus on a bed of pan-fried cavolo nero, with pork fillet cooked with bay and juniper, or in a dark chocolate ganache to create a black forest cake in two moves.*



l'imperatore  
bono e possente

**the emperor** in his turn dominates and rules, but with strength and charisma. A dark yellow colour tinged with jade, the nose is fresh and intense, with traces of meadow grass and herbs, as well as thyme and marjoram. The flavour is potent and all-embracing, with strong notes of chicory, radicchio, cavolo nero, green pepper and bitter almonds. This olive oil has strong and long-lasting notes of bitterness and pepper, in perfect harmony with its strong flavour.

BONO LIKES *this oil with meat roasted with rosemary and garlic, with lard or pancetta on toasted bread, cheese soufflé, seared tuna with poppy seeds and sesame, with custard and zabaglione, both sweet and savoury, or with vanilla ice cream or coffee.*



la giustizia  
bono pe' tutto

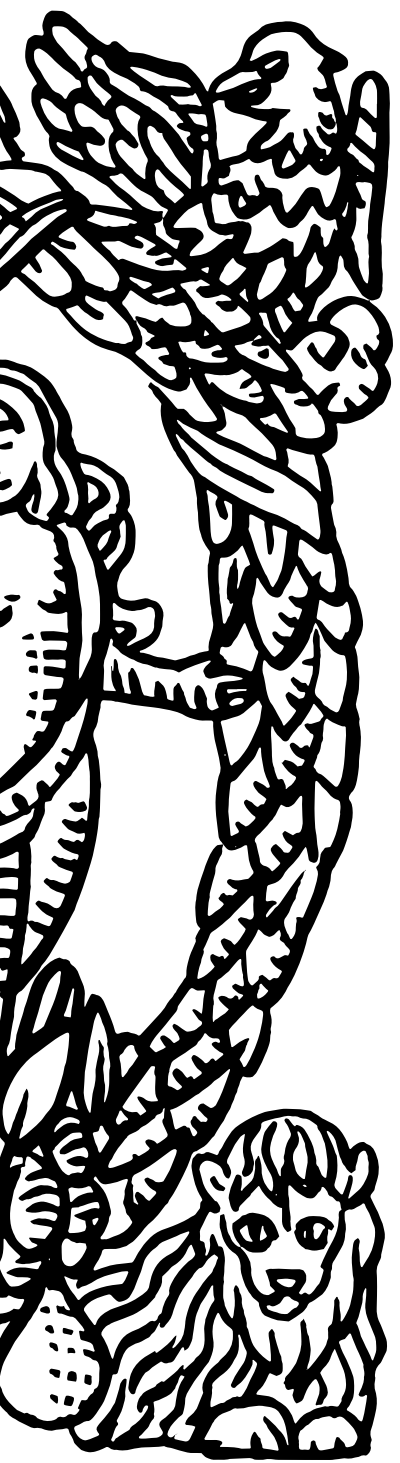
**justice** is a balancing act and just like a tight-rope walker is always on the point of falling, but actually never falls, keeping everyone on tenterhooks all the time. The olive oil that bears its name is indeed correct, eclectic and balanced, perfect for use in any dish. Of course, that's why its nickname is Bono pe' tutto ("Great for everything").

BONO LIKES *to use this oil when cooking and, as we know, BONO also likes cooking.*

# BONO

Bono (pl. boni) informal  
• **adjective** – 1. of a person: beautiful, good-looking, sexy, hot; 2. of food: tasty, delicious, good to eat  
• **noun** – someone beautiful, good-looking, sexy, hot

In our case, BONO is a love story with many layers and few degrees of separation.



A story that goes around in circles, developing and progressing before returning to the start, always young, always green.

Here, each Major Arcana tells us something precise, but it does so in the form of images, whose language is immediately clear to us without having to grasp the meaning.

And wouldn't you say that this is also the case with flavours? Have you ever tasted olive oil? A good olive oil, a delicious one (bono, indeed). And have you ever tried to grasp its flavour? Something floral, marine-like, mineral, with hints of artichoke, red fruits, pepper, banana, freshly cut grass, fig, salt, apple and a touch of bitterness.

When we taste olive oil, we engage in a type of non-verbal communication, just as we do when we are presented with a Tarot card.

This card. This olive oil. Who is it speaking to? What is it saying?

Our range of premium extravirgin olive oils has been inspired by the Tarot cards and tells you a story of different aromas and flavours, as rich and as old as The World itself.



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**BONO** | olea  
mundi

A selection of premium extravirgin olive oils  
inspired by the Tarot cards

# the world

the new and the past, adventure and meditation, flavours that mix with aromas to produce harmonies and melodies that are different each time, one moment present and then all of a sudden gone, before returning and coming back to you like Proust's madeleines, like the unmistakable smell of the sticking plaster you used to put on your grazed knee as a child, like the taste of a toasted mushroom sandwich mingling with the black coffee and takes you back to that far away October morning, your first day at work, your first love, the first time you ate bread and olive oil, or the first time you slept under a duvet. Everything comes back to The World and everything starts from there. And all this is represented by Tarot cards, that enigmatic, ancient gallery of images and symbols.

