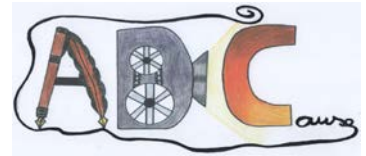




Erasmus+



“ADC: Authors and directors with a cause: inspiring young European today?”

Italian short story

The Vannini Family

The Vannini family owned an oil mill from generations but now they were going through a difficult period of agricultural crisis and they risked bankruptcy.

The Vanninis' oil was one of the best oil in Italy but also the most expensive one, so their customers were less and less.

The main ingredients were the love with which they grew olive trees and the harmony with which they produced olive oil.

They lived in Tuscany, in the district of Arezzo; they loved their job and the land where they had always lived.

The reason for the crisis was the lack of advertising and sponsors in other countries.

They owned a country farm centre well organized in a quiet landscape of Tuscany.

One day an American man called John passed by and asked for hospitality for the entire summer.

The American got on well with the lands of Tuscany and he worshipped the landscape.

John was shown over the oil mill and he was astonished of the excellence and the quality of that olive oil; when he became acquainted with their financial situation, he decided to help them exporting their oil in the U.S.A. to advertise it.

He talked to the Vanninis about it and they were very happy about this opportunity and thought that it could be a way out of a period of crisis they were going through.

John took the oil to New York, in the most well-known restaurants and in a lot of “pizzeria”; its success was inevitable. All the family was invited to the Big Apple to explain all the secrets about their olive oil.

After a short time their oil became very famous and it was exported all over the world, so their financial situation became brighter than ever.

John and the Vanninis became great friends also at the workplace.