



November 29, 2017

Why a Mom (and Entrepreneur) Has Her Own Line of Extra-Virgin Olive Oil

Katina Mountanos wants you to think differently about this ubiquitous ingredient.



By [Bridget Shirvell](#)

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"Family dinners are very important to me, they help me keep perspective," says Katina Mountanos. It was those family meals that inspired her to launch her own olive oil company, [Kosterina](#). "I definitely feel a healthy

diet is such an important part of my lifestyle and something that has been ingrained in how my mother cooks and how my mother-in-law cooks."

[\(READ: More About Olive Oil and Other Anti-Inflammatory Foods\)](#)

A mom of two young children, she is a vice president at jet.com, and an entrepreneur, who after co-founding one successful company, Manicube, recently launched Kosterina. Her secret? Family meals and a healthy dose of olive oil.

Moutanos says she practically grew up on olive oil. Summers were spent in the small town of Koroni, Greece, where her grandparents still live. Her family would return to the States each fall with the fresh, local olive oil that would be the center of their family meals for the next year. They used it for everything from cooking eggs to baking. "We never used butter," Moutanos explains.

[\(GET: Our Easy Olive Oil Cake Recipe\)](#)

When cooking for her own family, Moutanos couldn't understand why the olive oil she bought in the U.S. never tasted as good as that she enjoyed when she was growing up. After researching olive oil and discovering its many health benefits, she admits she became a bit obsessed: "The average Greek person consumes 17 kilograms of olive oil per year," Moutanos said. "American consumes less than one. I wanted to create a brand in part that helps to educate people about the benefits of olive oil."



PHOTOGRAPHY BY: COURTESY OF KOSTERINA OLIVE OIL

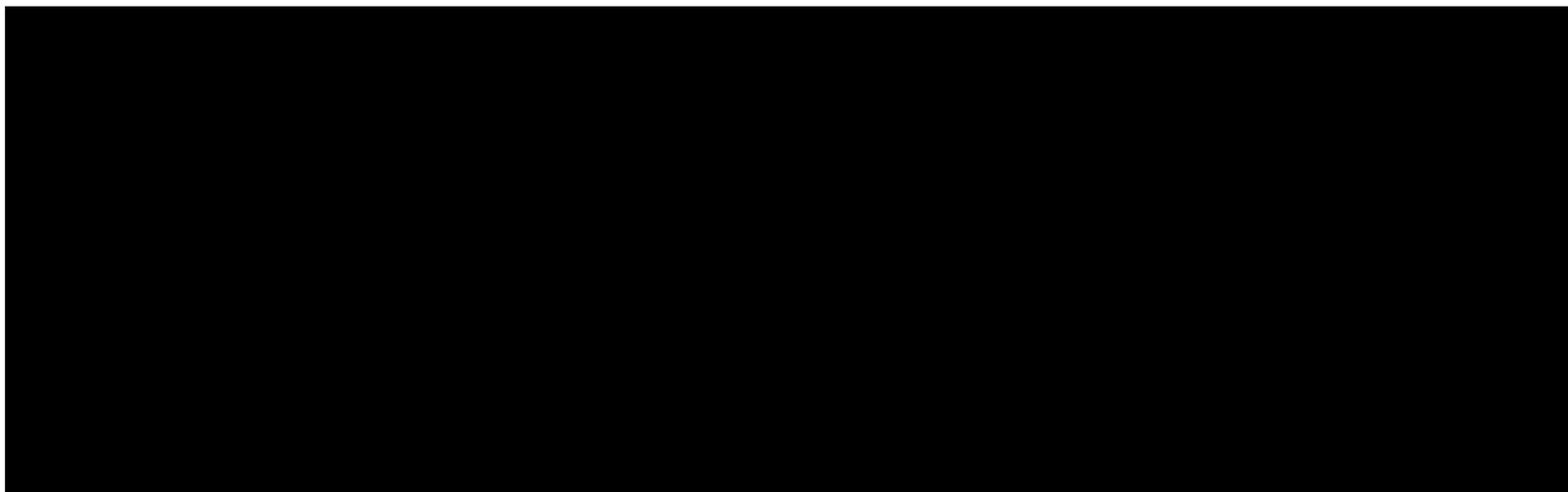
Kosterina is an early harvest, organic extra-virgin olive oil sourced from Crete. One whiff and you almost imagine you're walking through the olive groves. Taste it and it's so fresh it almost burns the back of your

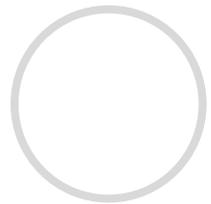
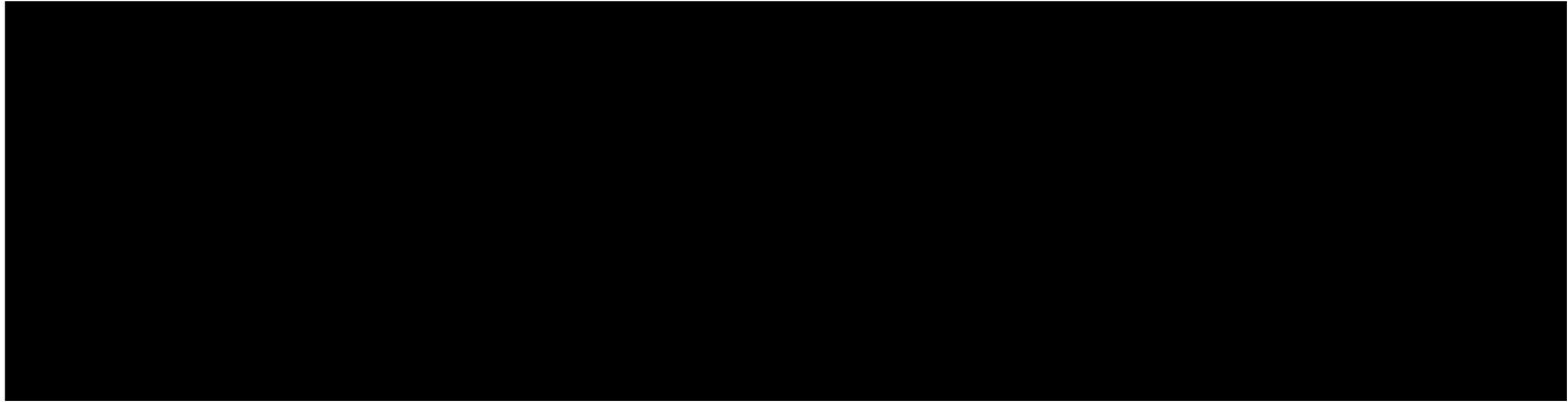
throat, which is thanks in part to the more than 500 milligrams per kilogram of polyphenols that occur naturally in this olive oil. (Most olive oils have about 55 milligrams per kilogram.)

You might have heard of polyphenols -- they're a naturally occurring antioxidant in olive oil that is the same as the man-made compound found in ibuprofen. Studies have shown that polyphenols reduce the risk of heart disease, cancer, and Alzheimer's as well as lower cholesterol. "I always knew it was healthy," said Mountanos, "but I didn't know all these benefits until I started researching it."

At home, Mountanos uses her olive oil on [big salads](#), [grilled vegetables](#), popcorn, and pretty much everything else. The simple act of drizzling it on top of food, she says, is a reminder to detach from technology and stop looking at her watch. Something she hopes more of us will also do when we reach for that pretty white bottle of Kosterina.

There are so many ways to use olive oil, but one of our favorites is this One-Pan Pasta:





ABOUT THE AUTHOR

BRIDGET SHIRVELL

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mharding1111

DEC 4, 2017

I am thrilled high polyphenol olive oil is getting the attention of such a major and influential publication. High phenolic early harvest olive oil is what Hippocrates referred to as "medicinal". It is the peppery sensation in the throat that indicates the anti-inflammatory phenol oleocanthal, which is the basis of much of the research into cancer, Alzheimer's and other autoimmune and neurodegenerative diseases. My partner and I moved to Greece four years ago to follow the research by Dr. Magiatis and Dr. Melliou at the University of Athens into high phenolic olive oil and started our own business testing olive oils for oleocanthal and oleacein. It's our passion and our vision that this precious high phenolic olive oil gets the recognition it deserves. It is a new category of ultra premium olive oil for health. Not only is the research compelling but we have had our personal experience of weight loss, reducing thyroid medication (under doctor's care of course) and our friend's sister had chemotherapy without nausea and exhaustion and believes it was the three tablespoons of high phenolic olive oil she took every morning. We hear many such stories. Thank you Bridget for writing this article and Martha Stewart for publishing it! Marilyn Harding

COMMENT

kmountanos

DEC 4, 2017

Hi Marilyn -- thank you for the feedback. I truly hope that Kosterina can help spread the word about high phenolic oil in the United States for all the reasons you outlined here! I'd love to connect and learn more about the testing business you have started in Greece. Please reach out to me at hello@kosterina.com! - Katerina Mountanos, Founder, Kosterina

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