

New entrepreneur: Sarah Wolferstan

6 months in Italy



Sarah approached the Erasmus for young entrepreneurs programme to do an exchange with an entrepreneur possibly based in Italy and specialising in olive oil production. That was in the previous round of funding before 2018. She went to Sicily collaborating with a farmer who showed her the ropes on olive tree care, olive harvesting, pressing for oil, the different oils and selling methods.

Over 5 years on and further training in extra virgin olive oil tasting and mastering, Sarah has developed her own brand called Alivu and selling in the UK, first through local markets and more generally through her networks. She has her own olive groves and travels often between Italy and the UK supporting her business and family.

