



For immediate release
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California Olive Ranch Expands Distribution: Award Winning Domestic Extra Virgin Olive Oil is Moderately Priced

“Olive oil is one of the top 100 cultural trends shaping the west:

Really good extra-virgin olive oil has never been cheap (it’s called liquid gold for a reason), even when made in California. But thanks to a new way of planting trees—trained close together on trellises—great, affordable olive oil is here. We love the buttery, faintly spicy blend from California Olive Ranch.”

-- Sunset Magazine, February 2011

Oroville, CA... In January 2011, **California Olive Ranch**, the **winner of fourteen gold medals in domestic and international competitions**, released its **five olive oils -- two single varietal oils and three blends -- in a new bottle with new labels for the U.S. consumer marketplace**. Favored by some of the best California chefs, the olive oils that were previously only available in California and the Western U.S. are now available in many areas around the country, including New England, Texas, and in Washington, D.C.

- High quality, healthy product at an affordable price -

At a time when consumers are increasingly attuned to the benefits that come with **“buying locally,”** California Olive Ranch oils are made from 100% California olives. This reduces time and resources spent on shipping. Further, due to an innovative trellised planting system akin to how wine grapes are grown, the olives can be picked and milled very quickly. This prevents fermentation, provides an authentic and delicious taste, and creates an ultra high quality, healthy product at an affordable price.

In business for just over a decade, **California Olive Ranch has three of its own ranches and contracts with a number of growers near the Sierra Nevada foothills of northern California**,. Several popular varieties of Greek and Spanish olives are planted. Ranch manager Adam Englehardt, keeps a close eye on the olive crop. He walks the fields daily to ensure that the olive trees are in compliance with his high standards. . Another step in quality assurance is that **The California Olive Oil Council tests the oils and issues a seal to verify that they are Extra Virgin Olive Oil**.

www.californiaoliveranch.com

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- What's in the bottle? -

California Olive Ranch's 100% California grown, first cold pressed olive oils also provide consumers with important information. Recognizing that olive oil is a perishable product, many of the best European producers note date the of harvest on their labels. California Olive Ranch goes beyond this by adding a 'Best if Used By' date and a unique tracking code on each bottle. The code utilizes the latest in traceability technology, so California Olive Ranch can track where the oil in each bottle is from, when the olives were harvested, and when the oil was bottled.

- Why first cold pressed, Extra Virgin Olive Oil? -

EVOO is considered the highest quality of olive oil available. This olive oil is from the first cold pressing of the olives, without the addition of heat and chemicals. It offers the best taste and greatest health benefits. While heat increases yield, it also degrades flavor and nutritional value.

- Availability -

Shoppers can search for a store near them using an online store locator. The olive oils are also available through the online store at www.californiaoliveranch.com. For more information, and for recipes, visit www.californiaoliveranch.com.

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