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FOR IMMEDIATE RELEASE

AUSSIE EVOO SLIDES IN TO MANHATTAN, GASTRONOMIC WINDS OF CHANGE FORECASTED *Multiple Award Winning OLLO Extra Virgin Olive Oil Now in Food Emporium*

New York, NY, 5/11/2007--The shelf premiere of **OLLO Extra Virgin Olive Oil** marks the Mitolo Group USA's first availability to discerning New York palates. Available in two varieties, **Fresh & Fruity**, cold-pressed from early harvest green olives, and **Mild & Mellow**, cold-pressed from mature olives, OLLO enters America's largest urban market as a premium mass market extra virgin oil, Food Emporium-priced at \$12.49 for 500mL and \$7.49 for 250mL.

Recently, OLLO Extra Virgin Olive Oil competed in the inaugural **ARMONIA International Olive Oil Competition** in **Spoletto, Italy** where Fresh & Fruity was recognized with a **Gran Mantion Diploma** for having one of the best chemical compositions of all entries. Awards are given to the best oils from each hemisphere. In 2005, OLLO Fresh & Fruity also took home the **Taste Award** from the **International Taste and Quality Institute** in Brussels.

OLLO Extra Virgin Olive Oil spokesperson, **Roger Ley** says, "OLLO is a product that is affordable enough to be used in everyday cooking." He explains there is a misconception that Extra Virgin Olive Oil be reserved for use as a gourmet condiment. "With our suggested price point, great taste needn't be associated with astronomical prices."

Ley wants New Yorkers to experience the exceptional flavor of OLLO Extra Virgin in all dining activities. "People need to try OLLO on everything--from drizzling over garden-ripe tomatoes, warm fish or seafood and freshly steamed vegetables--to using it as a stand alone salad dressing, a marinade base and the ideal bruschetta ingredient. Instead of butter or vegetable oil, people need to taste the flavor difference OLLO Extra Virgin makes when sautéing or baking," says Ley.

As an insight to the benefits and flavor of this amazing food, Ley points out that olive oil is a fruit juice. "Fruit juice is at its flavor and nutrition peak when it's made directly after picking from the tree. That is one of the reasons OLLO Extra Virgin is so flavorful. OLLO olives are cold-pressed within a couple hours of picking," explained Ley.

Find Cold-Pressed Extra Virgin OLLO Olive Oil in all **Food Emporium** locations in the city and outlying areas as well as selected food markets across America.

About OLLO

The heart of OLLO is situated in a nearly 1000-acre property east of South Australia's Riverland town, Waikerie. This is where the olives are grown, picked, crushed, cold-pressed and the oil blended and bottled. OLLO's state-of-the-art production facility is surrounded by more than 110,000 olive trees, enabling the olives to be cold pressed within hours of harvest. Visit online at www.ollo.com.us.

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