



CONTACT:  
Roxanne Joffe  
E-mail: [rjoffe@capcreative.com](mailto:rjoffe@capcreative.com)

## FOR IMMEDIATE RELEASE

### MITOLO GROUP USA INTRODUCES 10L OLLO EXTRA VIRGIN OLIVE OIL AT 88<sup>TH</sup> ANNUAL NRA SHOW IN CHICAGO

#### *Airtight Collapsible Bladder Food Service Packaging Keeps Product Grove Fresh*

**Chicago, IL, 5/17/2007**-- **OLLO Extra Virgin Olive Oil** spokesperson, **Roger Ley**, has announced that his Australian award-winning product is now available in 10-liter (2.6 gallon) food service packaging. Ley says the industry unveiling will take place at the **88<sup>th</sup> Annual National Restaurant Association Show** at Chicago's McCormack Place Exhibition Center May 19-22. The show attracts more than 73,000 visitors and features 2000 exhibitors.

Unlike typical olive oil food service tins, OLLO Extra Virgin is conveniently packaged in an airtight bladder in a sturdy box with a spout that allows kitchen staff to dispense a torrent or a trickle.

"The biggest advantage of this packaging," said Ley, "is that it protects the oil from its mortal enemy--air." Once olive oil is subjected to air, its flavor and chemical composition decline rapidly. "High quality olive oil very quickly goes rancid when it is not properly stored," he said. "OLLO Extra Virgin in the Food Service box gives Chefs all the taste without any waste," added Ley.

Ley says the Food Service Extra Virgin OLLO is a special blend of early and later harvest cold-pressed oils. "This combination provides Chefs all the freshness and aroma of an early harvest blend with the sweeter, milder flavors from a late harvest, allowing a wide range of culinary applications," he added. Its acidity level is less than 0.3%.

Ley makes a point 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.

For lower volume food operations, OLLO Extra Virgin is also available in 1-Liter glass bottles.

OLLO Extra Virgin won an inaugural **ARMONIA Award in Spoleto, Italy** this year for its exceptional chemical composition. OLLO is also **Kosher Certified**.

Find Roger Ley and OLLO Cold-Pressed Extra Virgin Olive Oil at NRA 08 in the **Australian Pavilion, booth 2841**.

#### **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](http://www.ollo.com.us).

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