



CONTACT:

Roxanne Joffe

E-mail: rjoffe@capcreative.com**FOR IMMEDIATE RELEASE****ollo AUSTRALIAN EVOO LAUNCHES NEW WEBSITE, "JUST SAY ollo" SWEEPSTAKES**
Total Redesign Targets American Foodies

Sarasota, FL, November 1, 2007— **Roger Ley, ollo Extra Virgin** olive oil spokesperson, announced from his Sarasota, FL office that his award-winning Australian product is now showcased on a brand new website, www.ollo.us. The new website not only provides a fresh new look for the ollo brand, it also contains a wealth of information on the history of olive oil, how olive oil is made, ollo and Chef-developed recipes, a chance to win a trip Down Under and instructions on how to "slurp" olive oil.

Food aficionados now taste olive oil much the same way oenophiles sip wine. "The true judge of really good olive oil is how it slurps," said Ley. "Pour about an ounce of olive oil in a Burgundy-type glass, cover the top of the glass with one hand to trap the aroma and hold the bowl of the glass with your other hand while gently swirling." He said olive oil flavors and aromas open up when the oil is gently heated from the warmth of your hand.

"After you've swirled for a minute or two, remove the hand from the mouth of the glass and breathe in deeply," instructs Ley. "If your oil is a good one, you'll be rewarded with fresh grassy aromas and other hints of fruits or nuts. Then, take a small slurp of the oil and let it cascade over your tongue." Ley said the flavor profile should be fresh, with subtle fruit, spice or nut flavors and a slight pepperiness on the finish. Ley has named people who slurp Ollionados.

Ley's company, **Mitolo Group USA**, offers two distinctly different Extra Virgin oils; ollo **Fresh & Fruity** is cold-pressed from early harvest green olives and delivers delightful fruity olive flavors with fresh grassy aromas and a delicate peppery finish; **Mild & Mellow** is cold-pressed from late harvest black olives and yields subtle olive flavors with soft buttery texture and sweet aromas.

ollo is a premium mass market product. Both ollo Extra Virgin oils come in attractive 16.9 (500mL) fluid ounce glass bottles that retail between \$9 and \$11.

Find ollo Extra Virgin olive oils in Publix, Publix Greenwise, Kroger, Winn-Dixie, Food Emporium, Smith's, Super Target, Fry's, Meijer, Dierbergs, Schnucks, Lunds /Byerlys, Shop & Save, HEB, select Whole Foods and selected Independent Specialty Retailers or at www.ollo.us.

About ollo

The heart of ollo is situated in a 1000-acre property east of South Australia's Riverland town, Waikerie.

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This is where the olives are grown, picked, crushed, cold-pressed and the oil blended and bottled. The ollo 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.

ollo is part of the Mitolo Group, a family-run business that includes the largest potato and onion production in the southern hemisphere. Hailing from Sulmona in Abruzzi, Italy, the Mitolo Family has deep roots in the Mediterranean tradition of Extra Virgin olive oil. The company also produces highly-regarded Mitolo wines.

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