



## CONTACT:

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E-mail: [rjoffe@capcreative.com](mailto:rjoffe@capcreative.com)**FOR IMMEDIATE RELEASE****AUSTRALIAN ollo EVOO HAS AWARD-WINNING YEAR**  
***Four Australian Awards, One Italian Award, One American Award***

**Sarasota, FL, 11/20/2007**-- Roger Ley, **ollo Extra Virgin** olive oil spokesperson, announced from his Sarasota, FL office that his Australian product has had an exceptional award-winning year. From the premiere International Olive Oil Competition Armonia Award Gran Mantion Diploma for ollo **Fresh & Fruity** having one of the best chemical compositions of all entries to last month's America's Food & Beverage Bronze Award in the category Best Salsa, Sauce and Condiment in the America's, 2007 has been a banner year.

"I expect our product to do well at home in Australia," said Ley, "but what really pleased me was our success both in Italy and the Americas Food and Beverage show in Miami. I mean, when you look at the enormity of the category--Salsa, Sauce and Condiments--there's a lot of competition!" The Bronze was awarded to both ollo Fresh & Fruity and **Mild & Mellow** Extra Virgin blends.

Australian awards include; Hobart Fine Food, Bronze for Fresh & Fruity; Royal Canberra Show; Royal Canberra Show, Top Score Ribbon for Fresh & Fruity; Royal Cowra Show, Bronze for Mild & Mellow and Silver for Fresh & Fruity; National Australian EVOO Show, Silver for Mild & Mellow.

Said Ley, "I'm pleased Mild & Mellow is getting recognized. Its subtle buttery texture is sometimes overlooked in favor of the lively grassy aromas and peppery finish of our Fresh & Fruity, but I'm really proud of them both."

Ley's company, **Mitolo Group USA**, offers two distinctly different Extra Virgin oils; Fresh & Fruity, cold-pressed from early harvest green olives and Mild & Mellow, cold-pressed from late harvest black olives.

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](http://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. For a close-up view, visit [www.ollo.us](http://www.ollo.us).

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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