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Caroliva, “Spain’s Finest Olive Oil,” Launches US Sales & Marketing Operations to demonstrate “The Caroliva Difference”

LOS ANGELES, CA (February 24, 2003) The Spanish producers of estate grown and bottled Caroliva, touted as “Spain’s finest olive oil”, launched Proacec USA, a joint venture to support North American sales and marketing of its gourmet quality olive oils and vinegars. Caroliva has long resided on tables of Spain’s finest restaurants, and earned a place in gourmet retailers and restaurants around the world such as Harrod’s Gourmet in London and Le Gran Epicurie of Paris thanks to its collection of awards at Salon Saveurs Paris, Galleria of Tokyo, and Hoffex Hong Kong food shows.

The mission of Proacec USA is to provide the marketing support necessary to get Caroliva into the mouths of American epicures and educate, if not enlighten them, with the taste attributed to what they call “The Caroliva Difference.” Caroliva aims to distinguish itself from the sea of mediocre mass produced Italian extra virgin olive oil by explaining the origins of its superior taste with a lesson on olive oil. Paul Shortt, president of Proacec USA, explains that “Caroliva is produced from estate grown and hand picked olives that are cold pressed immediately for a fresh fruity flavor and low oleic acidity of under .39 percent. Mass produced olive oil is made from olives purchased from many distant sources that have sit for days in nets under trees, are pressed weeks later using extreme heat. This results in high yields but a lack of flavor and high acidity barely under the 1 percent limit to be called extra virgin.” Spain is the largest producer of olive oil, and Italy its largest customer. However, Shortt suggests that, “Italians don’t buy Spain’s best olive oil for their own consumption. They buy Spain’s cheapest olives and press and bottle them in Italy to sell to Americans who until recently didn’t know any better than to buy it because it said Italian.”

Caroliva is produced from a rare blend of Spanish olives that were not traditionally combined because they originated in diverse regions of Spain that were once separate kingdoms. Generations ago, the Caro family added Arbequina olive trees to their Picual and Hojiblanca orchards in Jaen, Andalusia, the olive oil capital of the world. The resulting Caroliva family recipe therefore has high notes of sweet Hojiblanca and fruity Arbequina and low notes of bitter peppery Picual for a complex flavor that evolves from sip to swallow and well beyond. Caroliva’s

flavor is recognized by the official European CATA taste certification panel which has rated Caroliva as “premium quality,” the highest and most prestigious punctuation.

Californian’s are tasting the Caroliva difference. The line of olive oils and vinegars are proudly featured throughout the state from the small finest food shops such as The Cheese Store of Beverly Hills to the finest food chains including Draegers in the northern California and Bristol Farms in Southern California. Irene Howard is co-owner of Bay Cities Italian Deli in Santa Monica which was featured in Los Angeles Magazine for having one of LA’s largest and finest selection of olive oils. Howard comments that “When our customers request a fine olive oil, we recommend Caroliva. It has become one of our highest selling gourmet olive oils. Even many of our Italian customers have switched to Caroliva because of its unique superior flavor at a reasonable price.”

Proacec USA, in collaboration with Grupo Proacec of Spain, exhibited the Caroliva line of olive oil and vinegars at the NASFT Fancy Foods Show in San Francisco January 19, 20, and 21 at booth 3338 next to the Spanish pavilion. In addition to the award winning olive oil, they exhibited unique and controversial Caroliva 18 year aged reserve balsamic vinegar from sun dried Pedro Ximenez sherry grapes, along with Caroliva 12 year reserve sherry wine vinegar from Jerez. Proacec USA is looking for gourmet retailers and fine food distributors in strategic metropolitan areas in North America and plan on rolling out additional Spanish product items consistent with the highest quality that is associated with the name Caroliva.