

PRESS RELEASE

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Caroliva Awarded NASFT Product Award Finalist At Fancy Food Show In New York

NEW YORK, NY (June 2, 2003) In an increasingly competitive food product market, Caroliva's Gourmet Spanish Sampler gift box, which contains award-winning Caroliva olive oil, rare aged Spanish balsamic and reserve sherry vinegars, was awarded NASFT Product Award Finalist for Outstanding Food Gift category. Acting judges were food critiques, gourmet retailers, and chefs from around the United States. Ever since its US launch, Proacec USA has been successful in introducing and educating the Americans on the food treasures of Spain, which is where Caroliva products are estate-grown and produced. Press, such as the New York Times and The Gourmet Retailer, have even noticed the "Caroliva Difference" in taste from regular Italian oils and vinegars. The Caroliva Gourmet Spanish Sampler retails in high-end nationwide chef supply stores such as Sur La Table, as well as niche gourmet retailers such as the Cheese Store of Beverly Hills.

Caroliva's unique taste and fine quality has created brand loyalists throughout the country. Carol White, a coordinator at the Bristol Farms in Manhattan Beach, is in love with the wooden box gift set because of its "authentic effect on all of the human senses. It makes you think you just stepped off the olive field and into your kitchen to go cook. This is why our olive oil aisle is dominated by Caroliva." Also, many specialty food stores in New York carry the Caroliva brand next to their finest wines and cheeses.

Proacec USA is working with brokers, distributors, retailers, and press in bringing the taste of Spain to American consumers throughout the United States. Caroliva olive oil has won numerous awards worldwide and continues to be held in top regard by gourmet retailers and chefs. Its goal is to introduce the Spanish olive oils and aged vinegars to all levels of consumers. Recently, Proacec USA has expanded its marketing budget to process feedback in its effort to provide the highest satisfaction. Sepehr Rotchel, the Marketing Director, has been working closely with CEO Paul Shortt and says that "America's trend toward healthier diets and eating habits have given us the opportunity to bring Caroliva to the states. Opinions to us are very crucial, as every consumer is a connoisseur in their own way."