



Extra Virgin Olive Oil from Jordan

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Stand NA1005 at IFE 2007

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The Terra Rossa Family is Growing!

Terra Rossa, producers of 5 Great Taste Award-Winning flavours of Zait & Zaatar (Arabic for olive oil and thyme mix) are delighted to announce the launch of 3 new products from Jordan which can be seen and sampled on stand NA1005 at IFE '07:

1. Zaatar biscuits:

Two variations, one made from wheat flour and one from Oats. Both are made with Terra Rossa's award winning extra virgin olive oil and Zaatar thyme mix. These biscuits are ideal as a snack on their own or when dunked in oil and Zaatar, but are superb with cheese, houmous or Greek yoghurt. The oat biscuits are of special interest to the health conscious combining, as they do, the cholesterol reducing properties of both oats and Terra Rossa's extra virgin olive oil.

2. Sweet Jordanian Delights:

Terra Rossa brings you three traditional Middle Eastern Sweets. Everybody knows and loves sugared almonds, but these are the originals and need to be tasted to be appreciated. Raha and Nougats, a mouth watering mixture of pistachio nuts embedded in nougat and raha (similar to Turkish delight). Glacé Fruits are mixed fruits which have been dried and then pickled in syrup. Enjoy an assortment of apples, pears, walnuts, orange and apricot. All the sweets are presented in elegant traditional draw string see-through bags topped with traditional Jordanian cloth.

3. Jordanian Hampers:

For connoisseurs of Terra Rossa's products, here is the perfect gift. The classical hamper consists of one bottle of Terra Rossa's Sinolea extra virgin olive oil and Terra Rossa's first cold pressed extra virgin olive oil, while the infused hamper consists of three bottles of Terra Rossa's Basil, Lemon and Chilli Infused oils. Both hampers include hand-made dipping pots, Zaatar, biscuits and sweets. Ideal for picnics, gifts especially at Easter and Christmas.

Terra Rossa's gourmet olive oils along with their delicious Award-Winning Zaatar thyme mix make the perfect healthy appetisers for lovers of fine food and those who care about the origin and the purity of the foods they consume. All products can be purchased directly from Terra Rossa

Terra Rossa hopes to attract buyers from the independent, multiple, gift retailers, as well as pub/bars and restaurants who wish to incorporate the Zait & Zaatar into their menu and serve it as a starter or appetiser.



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Notes to Editors:

Terra Rossa offers 5 premium flavours of Zait & Zaatar (Arabic for olive oil and thyme): Sinolea, Evoo, Basil, Lemon and Chilli, which are traditionally eaten as a snack or an aperitif by dipping a piece of bread into the oil and then gently into the Zaatar.

The Sinolea extra virgin olive oil is extracted using a Natural Cold Drip method and is unfiltered, while the Evoo is extracted using a first cold pressed method and is filtered. The Chilli, Basil and Lemon infused oils are all made with Evoo oil and at least 250gms of the very best of fresh Jordanian herbs and fruits are used in order to produce a Litre of each of the infused oils.

In 2006 the Sinolea Zait & Zaatar received a 2 star International award from iTQi in Brussels. Also in 2006, the Sinolea oil scooped a Gold Great Taste Award from the Guild of Fine Food Retailers, the Lemon received Silver, and the Evoo, Chilli and Basil oils received Bronze.

Their delicious oils are offered in elegantly packaged bottles, hand made ceramic jugs and dipping pots and are presented in natural corrugated carton, jute bags and hand-crafted wooden boxes, with or without Zaatar.



The Zaatar Thyme mix (made primarily from thyme, sesame seeds and sumac) can also be used as seasoning sprinkled over salad, houmous, yoghurt, vegetables, mixed with cheese to make bread, pizza and paninis, or as a dressing or marinade drizzled over pasta, fish, chicken, lamb, etc..

There is no minimum order level and all orders come with a tasting kit and free tasting sessions. Orders of £500 and above receive free carriage to UK mainland addresses and the loan of a free rustic wooden display stand which is specifically designed to promote the Terra Rossa collection.

Terra Rossa is more than happy to carry out tastings at client premises, train their staff about the merits of Zait & Zaatar, and will gladly advise the kitchen staff on how best to cook and incorporate it into the menu - should they have a coffee shop or a restaurant.

Retail prices start at: £2.75 for a 100g Zaatar pack, £4.95 for 250ml Evoo oil, £5.50 for any of the 250ml infused oils, £5.95 for 250ml Sinolea oil, to £19.95 for a terracotta jug with dipping pots and 250g Zaatar in fancy carton, and £35 for a Jordanian Classical Hamper.

For further information please visit www.terra-rossa.com



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