

## Terra Rossa Launches an Exquisite Gift Box for an Exquisite Olive Oil

Terra Rossa, known for its Great Taste Award Winning Arabian Specialities, is pleased to announce that it has won a 2-star Great Taste Award for its ultra-premium Les Terroirs de Marrakech extra virgin olive oil – probably the best extra virgin olive oils from Morocco. Discover the reason why this ultra-premium extra virgin olive oil is a work of art for yourself by visiting us on stand 1117.

Les Terroirs de Marrakech is produced by 5<sup>th</sup> generation Oliverons and are the culmination of passion and commitment of the Aqallal's family to produce the a unique extra virgin olive oil. To make a premium olive oil is a real art and in Morocco this art has a name: Atlas Olive Oils.

The story begins in 1887 when Boujjida Aqallal was producing his famous extra virgin olive oil. Since then this noble art has been passed down from generation to generation and is alive today, still intact in passion and yet modern in thought.

In the beautiful flat land at the foot of the High Atlas, where even Baron of Rothschild used to cultivate his grapes, you will find a historic centenary olive grove. The Aqallal family who now own this olive grove carries on this century-old tradition producing a limited quantity of this exquisite extra virgin olive oil.

Les Terroirs de Marrakech is made from a limited number of unique old trees that have 3 or 4 different variety of olives growing on the same tree and has very low acidity of 0.2% making it very high in antioxidants and polyphenols. This invaluable early harvest oil, with a limited production of 25,000 liters, is well balanced and has an almost sweet fresh herbal taste. It features mild fruit, green apple and artichoke notes, and has a distinctive peppery finish. Ideally served as dipping oil, it is also delicious drizzled over salads, lightly sautéed vegetables, pasta, risotto, soups and grilled fish.

Les Terroirs de Marrakech is reserved especially for those who are passionate about olive oil. So not surprisingly it has won eight International awards in 2009 including the prestigious Mario Solinas award from the International Olive Oil Council and a 2-star Gold Taste Award from the Guild of Fine Food for the past two years.



### TERRA ROSSA



Contact: Hanan Samara  
020 8661 9695  
hsamara@terra-rossa.com  
Stand 1117, Olympia SFFF 2010

This olive oil is available in a curvaceously shaped 250ml bottle 250ml and 500ml bottles and in a beautifully produced black embossed gift box which is covered in Arabian designs, making it ideal for special occasions, Christmas, Easter, Birthdays and even Valentine's day.

Les Terroirs de Marrakech retails at around £15 for the 500ml bottle and £10 for the 250ml bottle and is in stock now. The gift box retails around £30 and will be available in the UK within the next 2 weeks.

- End -

**TERRA ROSSA**

10 Burnell Road, Sutton, Surrey, SM1 4EE Tel 020 8661 9695 Fax 020 8661 9295  
info@terra-rossa.com www.terra-rossa.com  
Company Registration Number 5097072 VAT Registration Number 833 6707 19