

# تيرا روزا TERRA ROSSA

Extra Virgin Olive Oil from Jordan

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## Terra Rossa Strikes Gold (*and Silver and Bronze*)



Terra Rossa, producers of the award-winning Zait & Zaatar (Arabic for olive oil and thyme) has kept up its tradition of winning tasty awards by once again scooping a Gold Great Taste Award from the Guild of Fine Food Retailers for its Sinolea cold-drip, unfiltered and stone crushed extra virgin olive oil. It also received a Silver award for their Lemon infused oil and three Bronze awards for their cold-pressed Evoo as well as their Chilli and Basil infused oils.

The Great Taste Awards is the world's most prestigious and authoritative food competition, without doubt, the 'Oscars' of the world of fine food and drink. The Awards have carved a reputation over the last decade as the acknowledged accreditation of quality for all speciality food and drink. For further information about the awards, please visit [www.finefoodworld.co.uk](http://www.finefoodworld.co.uk)

In May of this year, Terra Rossa also received the iTQi Superior Taste Award with 2 Stars for its Sinolea & Zaatar thyme mix. The Superior Taste Award is organized by the Brussels based International Taste & Quality Institute who is dedicated to identifying and rewarding superior tasting food and beverages. More information about the award can be found at [www.itqi.org](http://www.itqi.org).

Terra Rossa's gourmet olive oils along with their delicious 2005 Gold Taste 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.

-Ends-



### TERRA ROSSA JORDAN LIMITED

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### Notes to Editors:

Terra Rossa produces two grades of extra virgin olive oils, namely: Sinolea and Evoo. Terra Rossa oils are made from stone-crushed, hand-picked and half-green olives, and are extracted using natural cold processes to preserve the sensitive aromatic properties, antioxidants and nutrients. Half-green olives give less yield but make superior quality olive oil because they are still vibrantly alive and brimming with vitamins and polyphenols.

The difference between the two oils is that the Sinolea is extracted using a Natural Cold Drip method and is unfiltered, while the Evoo is extracted using a centrifugal cold pressed method and is filtered. The new collection of Lemon, Chilli and Basil flavoured oils are made from the Evoo range and are infused with the very best of Jordanian herbs and fruits, using at least 250gms of lemon, chilli and basil to produce 1 litre of each of the corresponding oils.



Zaatar is made mainly of thyme, sesame seeds and sumac, and is traditionally eaten by dipping a piece of bread into the oil and then into the Zaatar. The oils are not only ideal for dipping, but are also great for drizzling over salad, houmous, pasta, yoghurt, vegetables, as a marinade or dressing mixed with Zaatar over fish, chicken, lamb, or simply brushed on during baking and grilling for that incredible flavour, and when combined with cheese, they are great for baking bread and making pizzas, paninis, etc..

Terra Rossa products are presented in elegantly packaged bottles, terracotta jugs with dipping pots and Zaatar bags, that are beautifully gift-packed in a wide selection of distinctive jute bags, natural corrugated cartons and hand-carved wooden boxes. An attractive display stand is also available which is offered on loan for customers who place orders of £1000 or more.

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. The entire range is available on sale online, through a mail order service and a re-seller network of delicatessens and garden centres.

Terra Rossa also hopes to attract buyers from the independent, multiple, gift retailers, and in particular, restaurants that wish to serve the oils and thyme dip as starters or appetisers.

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