



Extra Virgin Olive Oil from Jordan

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Terra Rossa Wins yet another 3 Gold Great Taste Awards

Terra Rossa, producers of the award-winning Zait & Zaatar (Arabic for olive oil and thyme mix) range of products from Jordan, are absolutely thrilled to announce that they have won yet another three prestigious Gold Great Taste Awards from the Guild of Fine Food of Retailers.

Each year, almost 4,500 foods are blind-tasted by up to three separate teams of experts before the awards are made. Since May of this year, there's been nearly two weeks of tasting by over 400 independent judges and up to three separate teams of experts, resulting in 530 Great Taste Awards given out for excellence in taste, texture and flavour.

The 2007 Award-Wining Terra Rossa products are:

1. Zaatar Oat and Cheese Bites – 2 stars GTA:



Terra Rossa's Zaatar Oat Bites are savoury biscuits made from the best oats and cheese in Scotland and the finest award-winning first cold pressed Evoo extra virgin olive oil and Zaatar herb mix from Jordan. The Zaatar Oat Bites are hand baked for extra care and prepared in small mixes in a slow fashion to allow the different flavours of Zaatar which are primarily thyme, sesame seeds and sumac, to soak in and blend with the oats, cheese and olive oil.

Zaatar Oat Bites provide the perfect healthy snack for lovers of fine food who are health conscious, combining not only the cholesterol reducing properties of both oats and extra virgin olive oil, but also the excellent anti-fungal, anti-biotic and anti-microbial properties of Zaatar.

Because the Zaatar Oat Bites are made with extra virgin olive oil, the biscuits are moist and yet still crunchy and crumbly in one's mouth. They are ideal on their own as a healthy snack, superb with cheddar or cream cheese, excellent for dipping in any of Terra Rossa's Zait & Zaatar, and for dunking into houmous, Greek yoghurt etc...

2. Lemon Infused extra virgin olive Oil – 2 stars GTA:

To obtain an all-natural blend, Terra Rossa's Lemon Infused oil is made by stone crushing the very best of freshly picked lemons and the finest of half-green half-black olives from Jordan.



TERRA ROSSA JORDAN LIMITED

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Company Registration Number 5097072 VAT Registration Number 833 6707 19



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For the oil to have that intense lemony flavour and aroma, at least 250gms of lemons are used to produce a litre of the infused oil.

The lemon oil is great for dipping with Terra Rossa's Zaatar thyme mix, for drizzling over fresh green salad and vegetables, for marinating with fish and chicken, or for simply brushing on when grilling or barbequing for that incredible flavour. It is also sweet enough for use in baking cakes and crêpe suzette.

3. The Evoo Oil – 1 star GTA:



Terra Rossa's first cold pressed extra virgin olive oil (Evoo) is made from half-green hand-picked olives that are crushed with traditional granite stone. Using half-green half-black olives, quantity is sacrificed for quality, resulting in an olive oil that has higher quality nutrients, vitamins and antioxidants.

The olives are milled within 10 hours of being hand-picked, and the oil is extracted using natural cold processes in order to preserve the sensitive aromatic properties and polyphenols.

This oil is an excellent all rounder, be it for dipping with hunks of freshly baked bread, or drizzling over houmous, halloumi cheese and Greek yoghurt, or as a marinade to allow the exquisite flavour of the oil to dominate the dish.

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 be it as a starter or an appetiser, or to bake bread, pizzas and paninis or make zaatar fish or chicken with it.

- Ends -

For information and images please contact Hanan Samara on 020 8661 9695
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Notes to Editors

About the Awards:

Regarded as the industry Oscars, The Guild of Fine Food's annual Great Taste Awards are the UK's largest independent evaluation of fine food and drink.

Bob Farrand of the Guild of Fine Food, said: "These awards have been running for 14 years now and are a recognised mark of excellence that consumers can trust and rely on."

"The winning products have been through a thorough judging process and we are able to assure consumers that the Great Taste logo, which all award winners can use, signifies genuine, proven fine food. It's not just a supermarket premium marketing slogan that bears almost no relation to the quality of the food in the packet."

"The Great Taste Awards reflect what is happening in the fine food halls, delicatessens and farm shops throughout the UK and during judging we tasted some fantastic gourmet delicacies from all over the world."



Testimonials for the Great Taste Awards:

'The GTA represent the gold standard of British food production. They are a sign of the highest quality, where taste is more important than the quick buck.'

Tom Parker Bowles

'It's no longer a food trade issue. The British public now demand proven standards. We are giving it!'

Bob Farrand

'The Great Taste Awards is the best benchmark of quality in food today - look for their stamp when you shop'

Matthew Drennan, Editor, Delicious Magazine

For further information about the Great Taste Awards, please contact The Great Taste Awards Press Office:

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About Terra Rossa

Jordan is home to some of the oldest olive trees dating back to the time of Jesus Christ. The Olive trees are planted in the "Terra Rossa" (Red Soil) region which is the biblical name given to the Fertile Crescent part of the middle east. With its magnificent Mediterranean climate, this region has the ideal soil for cultivating olive groves, citrus fruits and grape vines. Growing and nurturing olive trees is embedded in the local culture and olive oil has been used for food, medicine and light in this part of the world for well over 6000 years.



Terra Rossa offers 5 premium flavours of Zait & Zaatar (Arabic for olive oil and thyme) from Jordan: 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. In each case the Zaatar thyme is the same, but the olive oils are different.

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 Lemon oil is made by stone crushing the olives and the lemons together, while the Chilli and the Basil oils are made by infusing at least 250gms of the very best of fresh Jordanian herbs into the Evoo oil until the oil changes its colour to signify that the natural chilli and basil flavour have been completely absorbed.

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. In 2007 the Evoo, Lemon Oil and the newly launched Zaatar Oat Bites received Gold Great Taste Awards.

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..

New products for 2007 include Zaatar Oat Biscuits, 2 kinds of Jordanian Hampers, 4 different kinds of Sweets: Sugar Coated Almonds, Raha & Nougat, Glacé Fruits & Manna from Heaven, Zumot St. George Red Wine, and a catering range: 3L Bag-in-Box Evoo and 5L PET bottles Evoo and 5kg Zaatar bags.

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.

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