

Stand 131
June 2008
Harrogate Speciality & Fine Food Fair

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Explore the Exquisite Taste of Jordan on Stand 131

Terra Rossa, producer of 5 Great Taste Award-Winning flavours of Zait & Zaatar (Arabic for oil and thyme) will be launching their Zaatar Sauce at the Harrogate Speciality & Fine Food Fair.

Made from their Award-Winning first cold pressed extra virgin olive oil, their Zaatar thyme mix and Pine Nuts, the sauce is delicious to dip with, really tasty drizzled over pasta, salad, houmous, yoghurt, excellent when mixed with cheese to make Zaatar pizza and paninis, and perfect as a rub, marinade, or dressing for vegetables, fish, chicken and lamb.



Terra Rossa's gourmet olive oils along with their delicious Zaatar thyme mix and their newly launched Dukka coriander 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. Terra Rossa oils are available in elegant bottles and packaged with hand-made jugs, terracotta dipping pots, in jute bags, natural cartons and wooden boxes.

Visit their stand to sample a variety of Jordanian specialities including their award-winning cold-dripped extracted Sinolea oil, first cold-pressed EVOO, infused oils (Basil, Lemon and Chilli), Zaatar Oat Bites, Jordanian Delights (Sugar Coated Almonds, Raha & Nougat, Glacé Fruits to Manna from Heaven), Saint George Red Wine and Jordanian Hampers. You can also view their catering range which includes 5L PET EVOO, 3L and 5L Bag-in-Box EVOO, 5kg bags of Zaatar and 1kg boxes for each of the sweets.

Terra Rossa hopes to attract buyers from delicatessens, farm shops and garden centres with fine food sections, 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.

All products can be purchased directly from Terra Rossa.

- Ends -

TERRA ROSSA JORDAN LIMITED

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Extra Virgin Olive Oil from Jordan

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 oils are made from half-green hand-picked olives that are crushed with traditional granite

stone and extracted using natural cold processes. Using half-green olives, quantity is sacrificed for quality, resulting in an olive oil that has higher quality antioxidants, nutrients and polyphenols.

Terra Rossa offers 5 premium flavours of Zait & Zaatar (Arabic for olive oil and thyme mix): 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. Zait & Zaatar is not only good for dipping but is also ideal for use 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 included Zaatar Oat Biscuits, Jordanian Hampers, Arabic Sweets: Sugar Coated Almonds, Raha & Nougat, Glacé Fruits & Manna from Heaven, Saint George Red Wine, and a catering range: 3L Bag-in-Box Evoo and 5L PET Evoo and 5kg Zaatar bags. The first of the new products for 2008 is the Dukka Coriander mix which is made primarily from coriander, sesame seeds and sumac and is offered in a tub of 65g with a dispenser for ease of use. Dukka is eaten in the same way as Zaatar and is also fabulous when mixed with oil and rubbed on meat and fish before cooking.

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 Zaatar Oat Bites received Gold Great Taste Awards. In 2008 the Evoo received the First Prize Award at the contest held at the IOTEX exhibition in Jordan (International Olive Oil Technology and Taste) which was headed by Dr. Paula Fioravanti who is the leading taster at the IOOC (The International Olive Oil Council).

Terra Rossa oils are offered in elegantly packaged bottles, with hand made ceramic jugs and dipping pots and are presented in natural corrugated cartons, jute bags, Jordanian Hampers and hand-crafted wooden boxes.



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Product Overview

1. Olive Oil, Zaatar and Dukka Dipping Gift Sets:

Five different dipping kits are available with each made up of one of the five Great Taste Award-Winning olive oils (Sinolea, Evoo, Basil, Lemon and Chilli), 2 hand made terracotta dipping pots, a choice of either Zaatar Thyme or Dukka Coriander Mix - all presented in attractive Jute bags. The oil and herb mixes are traditionally eaten as a snack or an aperitif by dipping a piece of bread into the oil and then into the Zaatar or Dukka.



For an infusion of Jordanian flavours, Terra Rossa offers their 2 star Gold Taste Award-Winning Lemon oil with their bronze winners Basil and Chilli oils as a gift set in natural tri-bottle corrugated carton.



The infused oils are all made with Evoo oil and at least 250g of the best of fresh Jordanian herbs and fruits are used to produce a litre of each infused oil.

2. Gold Taste Award-Winning Zaatar Oat Bites:



Terra Rossa's Zaatar Oat Bites are savoury biscuits made from the best oats and cheese in Scotland and the finest First Cold Pressed extra virgin olive oil and Zaatar mix from Jordan.

They provide the perfect healthy snack for the 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. They are ideal on their own, superb with cheese and excellent for dipping and dunking into houmous, Greek yoghurt etc...

3. Sweet Jordanian Delights:

Terra Rossa brings you 4 traditional Middle Eastern Sweets that are ideal as gifts for all occasions. The sweets are presented in either organza bags or in elegant traditional draw string see-through bags topped with traditional Jordanian cloth.

Glacé Fruits are an assortment of apples, pears, walnuts, orange, peach, aubergines, figs, walnut and apricot which have been dried and then pickled in syrup.



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Everybody loves sugar coated almonds, but these are the originals and need to be tasted to be appreciated. Raha and Nougat, a mouth watering mixture of pistachio nuts embedded in nougat and raha (similar to Turkish delight).

Manna from Heaven, as mentioned in the bible, are very special sweets as they are made from the resin of trees that grow only in Mosel in the north of Iraq. Mixed with almonds, pistachio nuts and cardamom, They make the perfect accompaniment to a good cup of coffee or mint tea.

4. Classical & Infused Jordanian Hampers:



The ideal gift for connoisseurs of fine food combining all of the Terra Rossa range in one large hand-made Jordanian bag. The hampers include dipping pots, zaatar, dukka, biscuits, sweets, olive oil and wine and make excellent gifts for weddings, Christenings, Easter and Christmas.

The classical hamper has the Sinolea extra virgin olive oil and Saint George Red Wine added (or the EVOO oil for those who do not have alcohol licence), whilst the infused hamper has the Basil, Lemon and Chilli Infused oils added.

5. Zumot's Saint George Fine Red Wine:

Zumot's Vineyards are situated near Saint George's church in the historical town of Madaba which is where some of the best land in Jordan is situated.

The 2005 Saint George Red wine is a fine blend of Zumot's Pinot Noir & Cabernet Sauvignon.

This unique wine is the perfect accompaniment to Terra Rossa's Zait & Zaatar product range. Naturally balanced, smooth structure, with a dark ruby colour, fruity bouquet of black currants and cherry with a hint of nuts. The wine is especially good with red meat, salads and cheese.

For those special occasions such as anniversaries and Valentine's day, Terra Rossa offers a special Wine & Oil Dipping gift set combining the Saint George Red Wine with their top of the range Gold Taste Award-Winning Sinolea olive oil and their Zaatar Thyme dip – all of which is elegantly presented in a Jute bag.



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