

## Terra Rossa Launches 1L Doypack Pouches

Terra Rossa, known for its Great Taste Award Winning Arabian Specialities, is pleased to announce the launch of a 1L Doypack Pouch filled with its 1<sup>st</sup> Cold Press Extra Virgin Olive Oil from Jordan that is high in polyphenol content and vitamins and pleasantly low in acidity.

Terra Rossa products reflect the time-honoured methods of collection, preservation and extraction of the blessed olive fruit, combined with technological advances in packaging to keep their olive oil in excellent condition.

To ensure the highest levels of natural antioxidants and nutrients, the olive oil is made from half-green olives that are milled within 10 hours of being hand-picked. The olives are then stone crushed and cold pressed in order to enhance the quality of the oil and retain its sensitive aromatic properties and preserve its organoleptic features.

Some advantages of using Doypack pouches are:

- They are much more cost effective to buy than glass bottles.
- They are made of PET which is already used for food and for Olive Oil without affecting quality.
- They are topped with Nitrogen which increases the shelf life of the oil and preserves the taste and smell and most importantly prevents oxidation of the oil.
- The cost of transporting the Doypacks is by far less than that of PET bottles or glass bottles.
- They are environmentally friendly being made of PET which is recyclable, so not only is it good for you but it's also good for the Earth.

Aside from the plethora of uses for olive oil, it is traditionally eaten throughout the middle east as a starter, a snack and an appetiser by dunking bread into the oil and then dipping it into the Herby Zaatar Thyme, Spicy Dukka Coriander or Zesty Sumac Citrus herb mixes. Terra Rossa's herb mixes are available in tubs and tins, and in 1kg bags for those who wish to bake and cook with it.



The Doypack pouch RRP is £10.95 and the herb mixes RRP ranges from £2.50 for the tubs and £4.50 for the tins. All products can be purchased directly from Terra Rossa.

- Ends -

### TERRA ROSSA JORDAN LIMITED

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Company Registration Number 5097072 VAT Registration Number 833 6707 19

## About Terra Rossa

The Fertile Green Crescent, which covers Palestine, Jordan, Syria and Lebanon, 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 this 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.



Zaatar  
Oat Bites



Les Terroir  
de Marrakech



Lemon Oil  
Glace Fruits  
& Manna



Evoo &  
Lemon  
Oil



Chilli &  
Basil Oils



Sinolea Oil  
& Zaatar

Terra Rossa was established in 2005

to bring awareness to exquisite Arabian cuisine and offers 5 premium flavours of Jordanian 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 into a herb mix such as Herby Zaatar thyme, Spicy Dukka Coriander or Zesty Sumac Citrus Berry.

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 drizzled over pasta and jacket potatoes, and as a marinade or rub for chicken, meat and fish.

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.

New products for 2009 include Zesty Sumac Citrus Berry, Dukka Harissa Salsa and two International award winning and Ultra Premium extra virgin olive oils from Morocco: Atlas's Les Terroirs de Marrakech and Desert Miracle. Sumac is eaten the same way as Zaatar and is amazingly delicious to dip and cook with.

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Dukka Harissa is a truly versatile salsa that can add a rich and spicy flavour to any dish. Try it as an accompaniment to couscous, tossing it into pasta, as a relish for grilled vegetables or barbequed meat, chicken or fish.

The two new Atlas extra virgin olive oils are the culmination of passion and commitment of the Aqallal's family to produce the best ultra premium extra virgin olive oil from Morocco.



All Terra Rossa products 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.

Terra Rossa are also proud to support the Organic & Fair Trade range of Zaytoun products and distribute them to independent retailers and consumers nationwide.

All Terra Rossa products are sold via delicatessens, farm shops and garden centres with fine food sections and can be purchased directly from Terra Rossa.

## Awards

In 2006 the Sinolea Zait & Zaatar received an International Award from iTQi in Brussels and scooped a Gold Great Taste Award from the Guild of Fine Food. That same year 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) and the Lemon oil as well as the oat biscuits, Manna from Heaven and Glacé fruits received Gold Great Taste Awards.

In 2009 the Les Terroirs de Marrakech won 8 International awards with Les Terroirs de Marrakech also winning a 2-star Gold Great Taste Award. The Zaatar Oat Bites also won a Gold Great Taste Award.

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