

Al'Ard - The Finest Fruits of 'The Land'

With the Fair Trade fortnight starting on the 23rd of February, we are proud to announce support for thousands of Palestinian farmers with our latest addition of another Great Taste Award Winner – **Al'Ard Premium Palestinian Fair Trade Extra Virgin Olive Oil.**

Al'Ard is made from the best Palestinian olives which are pressed to the most exacting standards within 24 hours of harvesting and stored in a high quality ISO22000 third-party certified facility to seal the oil's freshness and preserve its superior fruity

taste, texture and aroma. Importantly, Al'Ard olive oil is part of a time-honoured tradition, where individual skill and experience makes a crucial difference to the quality and taste.

In Arabic, Al'Ard means 'The Land' and that is exactly what stands this superior extra virgin olive oil apart. Al'Ard olive trees are organically grown and naturally irrigated and, unlike many others, stand on steep mountain side slopes gathering sun beams.



This adds up to giving the olive oil its thickness, depth and truly superb distinctive flavour and is why these Palestinian olive trees are believed to produce oil that is amongst the world's highest percentage of polyphenol, a powerful anti-oxidant for which olive oil is renowned.

Importantly, Al'Ard is a Fair Trade product and more than 100,000 Palestinian families are involved in the process of hand-picking olives, carrying and pressing them to produce a truly unique end product, for which they are paid a fair wage.

The ethical aspect combined with high quality, great flavour, attractive packaging and competitive price point of Al'Ard makes it a perfect new line for food retailers, delicatessens and purveyors of fine foods alike and, once tasted, is guaranteed to attract a high level of return business all year round.

The Al'Ard olive oil is available in beautifully presented tins of 250ml, 500ml and 1L and retails between £6 and £15. If you wish to purchase this flavoursome olive oil for yourself please visit www.terra-rossa.com/alard or if you prefer a tailor-made beautiful hamper for a loved one in time for Valentines, please contact us on 020 8661 9695 info@terra-rossa.com.

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