

FOR IMMEDIATE RELEASE

Figueroa Farms Introduces Holiday Blend Olive Oil

Santa Ynez, CA (November 5, 2004) Just in time for the holiday season, Figueroa Farms introduces its Holiday Blend, made from extra virgin olive oil milled at the Figueroa Farms estate from California-grown olives. Festively packaged in a cruet bottle adorned with an attractive label (featuring original artwork by Erin Addison), Figueroa Farms Holiday Blend is the perfect choice for hostess presents and business gifts during this celebratory time of year. A fruity oil with a pleasant balance of flavors, the Holiday Blend is equally well-suited for blending into vinaigrettes, brushing onto grilled foods, and tossing with hot pasta.

A new producer in the California olive oil industry, Figueroa Farms opened its mill at the end of 2003. "We felt that the olive growers in the southern part of our state were underserved by producers in this industry," states Shawn Addison, co-owner (with his wife Antoinette). "We wanted to establish ourselves as a quality mill capable of producing award-winning olive oil, and we wanted to be able to nurture our business by contributing to the success of our customers."

The Addisons efforts have been rewarded, as their Camino al Cielo olive oil, introduced in the Spring of 2004, as well as several of their customers' oils, won Gold Medals at this year's Los Angeles County Fair Olive Oil Competition. "It's one thing to think that you are doing a good job, but it's another thing altogether to win the accolades of trained tasters from the U.S. and abroad," adds an obviously delighted Antoinette Addison.

Although Figueroa Farms has only been in business for about 1 year, the Addisons have already made their presence known in this industry. They are Supporting Members of the California Olive Oil Council, and they participate in the Council's Certified Extra Virgin Program, which requires that oil labeled as extra virgin must pass a series of laboratory tests as well as a sensory evaluation by the Council's certified tasters. Figueroa Farms also supports the California Olive Oil Council with a 5-cent donation for every bottle of Camino al Cielo oil sold. And just last month Shawn Addison was appointed to the Council's Board of Directors.

For more information about Figueroa Farms services and products, please visit www.figueroafarms.com or phone (805) 686-4890.

