



News Release

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'100% Tunisian' Olive Oil Now with the Sweet Taste of Freedom Comes to the Fancy Food Show in Washington DC

Johnson City, TN—Tunisia—birthplace of the 'Arab Spring'—is bringing its courage, determination, charm, and '100% Tunisian' olive oil to the Summer Fancy Food Show in Washington DC July 10-12. The Tunisian Pavilion begins on the main International Aisle at **Booth #4137**.

Present at the booth during this year's show will be a collection of Tunisia's elite olive oil producers from all regions of the country. These growers/producers represent the backbone of Tunisia's largest agricultural export, and the culmination of olive oil experience dating back to the 8th century BC.

Producers include:

- Huilerie Loued – Booth #4240
- Sarra Huiles – Booth #4238
- Topoliva – Booth #4141
- Tunisian Golden Fruits – Booth #4248
- La Rose Blanche – Booth #4246
- Hikma Food Company – Booth #4145
- Huilerie Jbabli – Booth #4147
- Abou Walid Group – Booth #4244

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Also featured at the Summer Fancy Food Show is American Chef Roy Breiman of Cedarbrook Lodge in Seattle, WA, who will put decidedly American touches on North African cuisine using 100% Tunisian olive oil, so you can taste for yourself!

Tunisia's extra virgin olive oil is highly regarded around the world for its extraordinary taste, color and aroma. Thanks to a distinctive Southern Mediterranean 'terroir' and unique varieties grown in the mild, Mediterranean climate, Tunisia has a deep-rooted history and culture in the production of olive oil dating back thousands of years. Located at the tip of Africa's northern coast—just 60 nautical miles from the island of Sicily—Tunisia is the world's fourth largest producer of olive oil.

Tunisian olive oil, because of its sweet taste and unique chemlali, chetoui, and oueslati olive varieties, has been used as a blending additive to enhance the taste of inferior oils for centuries. But with recent concerns over the quality of some "extra virgin" olive oils, '100% Tunisian' is quickly becoming one of the most sought after brands worldwide.

"Tunisia's olive oil crop has long been revered for its mild, fruity taste and exceptional quality," says pavilion organizer and Packtec Director General, Mme. Lémia Chekir Thabet. "We are so excited that Americans are appreciating 100% Tunisian olive oil in its pure, unblended state, so they can experience the full taste treat of this delicious fruit juice."

A variety of excellent '100% Tunisian' extra virgin olive oils including kosher and certified organic—will be available for tasting at the Summer Fancy Food Show **Booth #4137** at the Washington Convention Center in Washington DC July 10-12, 2011.

For more information, visit www.100PercentTunisian.com or contact info@HammanMarketing.com.

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