



News Release

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Whole Foods Mid-Atlantic Pours Customers a '*River of Gold*' with 100% Tunisian Olive Oil from Rivière d'Or

Johnson City, TN—Whole Foods Mid-Atlantic stores are pouring a 'river of gold' for their customers by offering premium 100% Tunisian extra virgin olive oil from Rivière d'Or.

The Rivière d'Or line fits perfectly with the Whole Foods guiding principle of selling the highest quality products they possibly can. And they define quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products they carry. Whole Foods Stores are buying agents for their customers and not selling agents for manufacturers.

"We're so excited to have this exceptional oil represented on Whole Foods Mid-Atlantic shelves," says Patricia Lobel of Avenue Gourmet, the Owings Mill, MD distributor that services this Whole Foods region. "With 38 Whole Food locations in the Mid-Atlantic region, it makes it easier for shoppers to find and enjoy this unique and delicious product."

To find a nearby store, consumers can visit the Whole Foods website (<http://wholefoodsmarket.com/stores/>) for a complete list of retail locations.

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