

Press Release
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For Immediate Release



EXTRA VIRGIN
OLIVE OIL

**BOUTIQUE FAMILY-OWNED OLIVE OIL PRODUCER TAKES TOP HONORS AT
2011 LOS ANGELES INTERNATIONAL EXTRA VIRGIN OLIVE OIL
COMPETITION**

Quattro® Sonoma County Extra Virgin Olive Oil Wins Gold Medals For Best In Class & Best In Show at The World's Largest and Most Prestigious Extra Virgin Olive Oil Competition.

Los Angeles, California (June 26, 2011) – Quattro® Sonoma County 2010 Single Vintage Extra Virgin Olive Oil could be starting a new “cult” category of its very own. Recent years have seen the rise of boutique (typically limited production, handcrafted, high demand) cult wines, whiskeys, bourbons and chocolates — so why not extra virgin olive oil?

The very limited production Quattro® Sonoma County Extra Virgin Olive Oil, one of the most sought-after extra virgin olive oils in the U.S., was formerly available only to a select group of chefs, gastronomic devotees, friends and extended members of the Sonoma County family that produces it. But now the secret is out: Quattro® has won three top awards at the 2011 Los Angeles International Extra Virgin Olive Oil Competition, sending this precious oil off the gourmet charts.

“When I first tasted the oil from our 2010 harvest, I thought it was great. However, I wanted a second opinion,” mused Burt Fohrman, Quattro co-founder. “When I got the notification that we’d won an award, I thought it was a practical joke. When I received the official notice that we’d won ‘Best of Class,’ ‘Best of Show’ and a Gold Medal I was simply stunned.” The Los Angeles International Extra Virgin Olive Oil Competition was the first such contest in which Fohrman entered Quattro® Sonoma County 2010 Vintage Extra Virgin Olive Oil.

While Quattro® is truly a family endeavor, Fohrman has taken the lead in planting and farming the family’s small orchard. Current clients have raved over the quality and taste of the oil; however it seems they will now have some competition in procuring the very substance they had readily come to enjoy.

“Even before we received the awards we were running low on the 2010 vintage, but I believe the 2011 harvest will more than stand up to the benchmark set by the 2010,” said Fohrman. Let the cult-like following begin.

Available online at www.quattroliveoil.com/ in 375 ml. bottles.

ABOUT QUATTRO® SONOMA COUNTY EXTRA VIRGIN OLIVE OIL:

The four Italian varietals of olives used to exclusively produce Quattro® Sonoma County Extra Virgin Olive Oil are sustainably estate-grown in the nurseries and orchards of Riebli Point Ranch, situated on the highest point of the Mayacamas Mountains, far above the oak and vine-dotted Russian River Valley below.

This family-owned and -operated boutique olive oil concern started in 1998, when Burt and Raleigh Fohrman, their son Jeremy Olsan, and Jeremy's wife Ann DuBay decided to make the finest extra virgin olive oil possible. The family wanted to produce olive oil the old-fashioned way. As such, they decided to forego *all* mechanical equipment (with the exception of a weed whacker), which meant handpicking, field-blending and stone wheel cold-pressing their award-winning unfiltered extra virgin olive oil. Doing it their way is by far the most costly method of producing extra virgin olive oil, but the reward is there for the tasting.

The award-winning 2010 olive crop was picked during a marathon long one-day harvest, pressed within hours, and immediately bottled to create the perfect artisanal olive oil whose fresh and peppery notes make it perfect for rustic salad dressings, pastas, or simply dipping bread. www.quattrooliveoil.com/

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ABOUT THE LOS ANGELES INTERNATIONAL EXTRA VIRGIN OLIVE OIL COMPETITION:

For the past 12 years running, the Los Angeles International Extra Virgin Olive Oil Competition has recognized the finest domestic & international extra virgin olive oils. The competition has become one of the most prestigious and well-known olive oil competitions in the world.

The Los Angeles International Extra Virgin Olive Oil Competition has grown from a 28-entry field to more than 600 entries this past year. While the competition is not open to the public, it benefits the 1.4 million fair guests expected at the 2011 L.A. County Fair (Sept. 3 – Oct. 2), where winning olive oils will be featured at the Fair's Wine & Spirits Marketplace.

The Los Angeles International Extra Virgin Olive Oil Competition is judged in two categories, domestic and international, and separated according to regional designations and fruitiness intensity levels. The winners are announced in mid-June. www.laliveoil.com

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