

## The Green Gold of Morocco

Terra Rossa, known for its Great Taste Award Winning Zait & Zaatar from Jordan (Arabic for oil & thyme dip) is proud to announce that it is expanding its premium Arabian specialties to include what are probably the best extra virgin olive oils from Morocco: Desert Miracle and Les Terroirs de Marrakech. - reserved especially for those who are passionate about ultra premium olive oils.

To make a premium olive oil is a real art. In Morocco this art has a name: Atlas Olive Oils. The story begins in 1887 when Boujida Aqallal was producing his famous extra virgin olive oil.

Since then this noble art has been passed down from generation to generation and is alive today, still intact in passion and yet modern in thought.

When out of nowhere in the desert, an oasis of 300,000 olive trees producing a golden nectar springs up like magic, you can really talk about a miracle. Optimal soil conditions, very pure water, high density of trees, a low yield rate with high quality olives, the wind and the sun of the desert, all this gives birth to Desert Miracle, an ultra premium extra virgin olive oil with 0.2 % maximum acidity and a truly unique taste.

In the beautiful flat land at the foot of the High Atlas, where even Baron of Rothschild used to cultivate his grapes, you will find a historic centenary olive grove. The Aqallal family who now own this olive grove carries on this century-old tradition producing a limited quantity of what is likely to be the best Moroccan extra virgin olive oil that is fit for the real connoisseur and gourmet all over the world.

Discover the reason why these ultra-premium extra virgin olive oils are a work of art for yourself by visiting stand N1005. Also on display at the stand is Terra Rossa's new Sumac mix along with their delicious range of premium food & drink and gift products including their four 2008 Gold Great Taste Award winners: Zaatar Oat Bites, Glacé Fruits, Manna from Heaven and Lemon Infused Extra Virgin Olive Oil.

Terra Rossa hopes to attract buyers from delicatessens, farm shops and garden centres with fine food sections, gift retailers, as well as pub/bars and restaurants who wish to incorporate the Zait & Zaatar into their menu and serve it as a starter or appetiser. All products can be purchased directly from Terra Rossa.

- Ends -

### TERRA ROSSA JORDAN LIMITED

10 Burnell Road, Sutton, Surrey, SM1 4EE Tel 020 8661 9695 Fax 020 8661 9295  
info@terra-rossa.com www.terra-rossa.com

Company Registration Number 5097072 VAT Registration Number 833 6707 19

