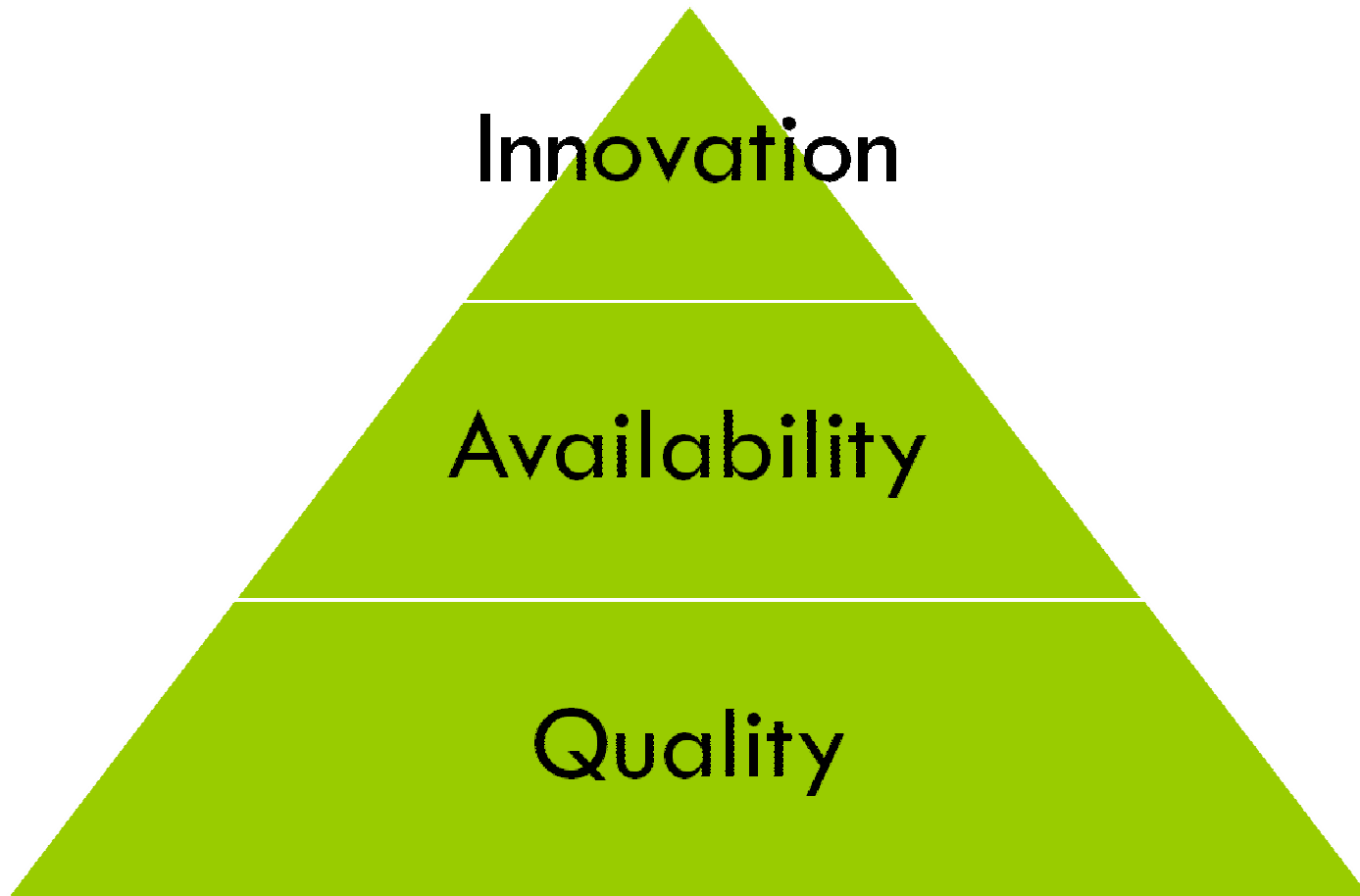




Foodservice Strategy



Quality



Five Quality Drivers

1. Super High Density Cultivation
2. Mechanized Harvesting
3. State-of-the-Art Milling
4. World-Class Storage
5. 100% Traceability

California Style

- Aromatic With Distinct Grassy Tones
- “Just Picked” Fresh Taste
- Fruity – “Liquid Olives”
- Range of Tastes To Complement/Spark Food
- Mild Bitter And Mild Pungency (Peppery)

Our Oil Is Preferred By Some of the World's Best Chefs



Wolfgang Puck Fine Dining Group

Beverly Hills, CA

Wolfgang Puck is the only two time winner of the prestigious James Beard award for: Outstanding Chef of the Year
Cuisine: Varied, 20 North American restaurants

Go Fish Restaurant

St. Helena, CA

Executive Chef: Cindy Pawlcyn
James Beard Award: Best Chef in Calif.
Cuisine: Seafood



George's at the Cove

La Jolla, CA

Executive Chef: Trey Foshee
Food & Wine Top-10 Chef (1998)
Cuisine: California Modern



SLS Hotel

Beverly Hills, CA

Executive Chef: José Andrés
James Beard Award: Outstanding Chef
Cuisine: Spanish



Craft Los Angeles

Los Angeles, CA

Executive Chef: Tom Colicchio
James Beard Award: Best Chef in New York
Cuisine: Contemporary



Quality



Availability

2009 Crop (Available in 2010)

- 350,000 Gallons
- About 1/2 of 1% market share – Total US
- Doubling (or more) every year

Important Developments in 2009

- Fully planted our new Corning, CA ranch → 2,200 acres (largest in N. America)
- Expanding Artois Mill – World's largest mill currently under construction
- Signed lease for new, 2,200-acre ranch to be developed in 2010

2020

- Total US category consumption will grow 3-fold versus 2008 consumption
- Our crop will exceed a 10% market share (Total US)

Innovation – Revolutionary New Packages



2.5 Gallon: Shipping Now!
5 Gallon: Shipping Now!

Features	Benefits
Collapsible Bag	Improves Freshness Up To 12 Months
100% Nitrogen Flush	
Improved Spout	Virtually No Drips Or Mess
100% Recyclable Corrugate	Improved Environmental Footprint
Reduced Package Size	More Efficient Space Utilization
Improved Usage Instruction	Easier To Use. Accommodates All Languages
More Units Per Pallet	Net Lower Freight Cost Per Unit

Innovation – New Products



New Product	Remarks
Custom EVOO Blends	<ul style="list-style-type: none"> • Available With Annual Contracts • Requires Minimum 15,000 Gallon Annual Commitment
New Chefs Blend Portfolio	<ul style="list-style-type: none"> • 100% California-Grown EVOO • 100% Expeller-Pressed, Non-GMO Canola • Available in 50/50, 75/25, 80/20, 90/10 or 95/5 Blends
Olio Nuovo EVOO	<ul style="list-style-type: none"> • Bottled Within Hours Of Harvest Directly From The Press • Annual Pre-Orders Only • Orders by Late September – Ships Early November

Thank You

