



Pompeian makes every day better!

Contact: Barbara Graham
Block & DeCorso
Verona, NJ 07044
Ph: 973-857-3900
bgraham@blockdecorso.com



FOR IMMEDIATE RELEASE WITH PHOTO

**Pompeian Extra Virgin Olive Oil and Balsamic Vinegar
Are Winners in Two Taste Tests
- Selected by AOL Kitchen Daily and *Cooking Light* -**

BALTIMORE, MD, NOVEMBER, 2011 – There should be plenty of celebrating at Pompeian as America’s first national brand of imported olive oil, based in Baltimore, recently picked up two separate tasting awards. Pompeian was selected as the “[Best Extra Virgin Olive Oil](#)” by AOL Kitchen Daily, and its [Balsamic Vinegar](#) was named a [Taste Test Award Winner](#) as part of *Cooking Light*’s second annual Taste Test Awards – “The Tasties.”

The Kitchen Daily selection of Pompeian Extra Virgin Olive Oil came in a blind taste test of “the 10 best-selling brands of extra virgin in the United States.” In judging the Pompeian product, tasters noted a variety of attributes. Here are a few of the comments: “Very, very olive-y.” “Unusually pleasant.” “Distinctively olive.” “Nice and fruity.”

The Tastie Award was given to Pompeian Balsamic Vinegar in *Cooking Light*'s second annual selection of the best-tasting and healthiest grocery store products and stand-out artisanal treats from across the country. The award winners appeared in the October issue of the prestigious cooking magazine.

In selecting Pompeian Balsamic Vinegar among the winners, *Cooking Light* remarked that it was “made for [marinades](#)” and marveled that “this tangy vinegar has a slightly citrusy aftertaste.” When you try it, you will discover that Pompeian Balsamic Vinegar has a luscious, distinctive flavor and aroma. This richness comes from aging of select grapes in wooden casks. Its full flavor character complements meats, seafood, sauces and salads as well as in marinades.

In choosing Pompeian Balsamic Vinegar, *Cooking Light* editors scoured grocery shelves to come up with a list of 45 winning products in 18 categories. Products had to be available in major markets nationwide. Products containing trans-fats, too much salt, too much saturated fat or artificial sugars were eliminated. Then a team of *Cooking Light* editors and registered dietitians did a “blind” taste-test of almost 200 finalists to come up with this year's list. In each category, one Grand Prize Winner is selected as well as one or more Taste Test Award Winners.

About Pompeian

Founded in 1906 in Baltimore, Pompeian, Inc. is the importer of America's oldest national brand of award-winning olive oil, best-selling wine vinegars, and a variety of cooking wines.

#