



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



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Pompeian Expands Line of Cooking Oils with New All Natural, Imported Grapeseed Oil

BALTIMORE, MD – December 2010 – Bill Monroe, CEO of Pompeian, Inc., Baltimore, has announced the introduction of Pompeian Imported Grapeseed Oil, the newest addition to the century-old company’s line of cooking oils. The product has a delicate taste and a high smoke point that makes it perfect for stir-frying, deep-frying and sautéing.

“Consumers have shown a growing interest in Grapeseed Oil not only because it enables them to cook at a higher heat, but also because the product contains 25% of the daily recommended intake of Vitamin E, an antioxidant,” stated Monroe. “Pompeian selects high-quality seeds from wine grapes grown in Europe and South America to create a product that has a light, delicate nutty flavor, crafted to enhance recipes without overwhelming the flavors of other ingredients.”

In addition to the new Pompeian Imported Grapeseed Oil, the company produces a line of cooking oils that includes Extra Virgin Olive Oil, Extra Light Tasting Olive Oil, Classic Mediterranean Olive Oil, and two innovative extra virgin olive oil blends with canola oil: OlivExtra[®] Original and OlivExtra[®] Plus with Omega-3 DHA. The product line gives consumers a full array of options for sautéing, grilling, baking, frying and roasting, and when preparing salads, soups, sauces and marinades.

Pompeian Imported Grapeseed Oil is available in a 24 oz. bottle. For additional information, contact Bob Eckhoff, VP of Sales, via email at VPSales@pompeian.com.

About Pompeian

Founded in 1906 in Baltimore, Pompeian, Inc. is the importer of America’s oldest national brand of olive oil, best-selling wine vinegars, and a variety of cooking wines. For Pompeian product information, visit www.pompeian.com.

For high-resolution image of Pompeian Grapeseed Oil, visit:
www.blockdecorso.com/Login/verify.asp?login=Pomp.GrapeseedOil&password=Pomp.GrapeseedOil