



Pompeian makes every day better!

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



FOR IMMEDIATE RELEASE WITH PHOTO

Pompeian Olive Oil Produces the Right Ingredients for Continued Growth

Bill Monroe, CEO of Pompeian, Inc., Baltimore, has announced that the brand has seen double digit growth in olive oil sales for five years in a row and expects it to continue as the company makes a significant 4th quarter advertising push.

Monroe, who early in his career helped spearhead the popularity of olive oil in America, noted that the category has been growing every year for 30 years and did not take a major hit that a number of products experienced during the economic downturn.

“People continue to see value in olive oil,” stated Monroe. “They recognize it as playing a versatile role in the American diet, not only in salads and for bread dipping, but also for sautéing, grilling, and baking. With delicious tasting Pompeian olive oil they can make a variety of flavorful dishes with ease, so it becomes an essential item for them to pick up at the super market.”

The company’s newly revamped website emphasizes the many ways Pompeian makes every day better with America’s oldest national brand of olive oil and best-selling red wine vinegar. The site features hundreds of recipes which stimulate the purchase of Pompeian products and main ingredients, ranging from pasta to poultry to produce.

To drive traffic to the website and to retailers, Pompeian is supporting the New York and Mid-Atlantic region with a 4th quarter campaign that combines highly targeted flights on local radio along with major FSI coupon drops.

“We believe our strong growth in recent years has been a direct consequence of demonstrating strong leadership in the category,” Monroe continued. “We remain committed to providing this leadership on all fronts, especially when it comes to delivering quality to the consumer.”

Founded in 1906, Pompeian is a member of the North American Olive Oil Association and its bottles bear the NAOOA seal which means that Pompeian olive oil meets the International Olive Council’s stringent standard for quality recognized worldwide.

For years, Pompeian, along with other members of the NAOOA, fought for governmental standards for quality and purity of olive oil sold in America. This finally materialized in October with the issuance of new USDA olive oil standards.

“Setting our sights high on quality and value, keeps our sales high,” concluded Monroe.

For Pompeian product information, visit www.pompeian.com.