



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 Costars with Tyler Florence at House Beautiful Kitchen of the Year Event at Rockefeller Plaza

NEW YORK - August 2011 – Pompeian Extra Virgin Olive Oil played a key role as Tyler Florence, star chef, Food Network host, best-selling author, and *House Beautiful* contributing editor, brought his unique Northern California esthetic to Rockefeller Plaza in New York City. Chef Florence lent his personal vision to a fully-functioning, 1,000 square foot, state-of-the-art kitchen at the *House Beautiful* Kitchen of the Year event and then proceeded to make a number of his fabulous recipes using Pompeian Extra Virgin Olive Oil. Pompeian has been bringing Mediterranean olive oil to America’s kitchens for over 100 years.

