



Pompeian Is First Olive Oil To Carry the NAOOA Seal of Quality

BALTIMORE, MD – January 2009 – In response to Connecticut recent adoption of regulations governing olive oil, Pompeian, the century-old leader in olive oil, has become the first major brand to add the new seal of quality to its label. The seal was developed by the North American Olive Oil Association (NAOOA).

In order to use the seal, a company must be a member in good standing of the NAOOA and the type of oil bearing the seal must be tested and must meet the International Olive Oil Council standard for olive oil. A similar law takes effect in California this month, and a number of other states are considering this type of legislation to protect consumers from misbranding.

“Pompeian is proud to be the first brand to carry this seal on our olive oil, as we are proud of Connecticut and California for being the first states to make such standards mandatory,” stated Pompeian CEO Bill Monroe. “With their decisive action the oil crisis is officially over – misbranded, adulterated olive oil is a thing of the past there and unsuspecting consumers will no longer be taken advantage of in those states. We strongly encourage other states to take similar action on behalf of American consumers.”

Beginning in the first quarter of 2009, Pompeian Extra Virgin Olive, Classic Mediterranean Olive Oil, and Extra Light Tasting Olive Oil will be prominently displaying the NAOOA seal on the front of each label. It will assure consumers that they are purchasing a truly fine olive oil.