



## HALUTZA RECEIVES PATENT AND TRADEMARK FOR OLIVE CANS

NEW YORK, (January 28, 2008) – The U.S. Patent and Trademark Office has issued a patent to Halutza Israeli Olive Oil Co. for the unique barrel shape of its olive cans and a trademark for the design, which is printed directly on the cans.

The barrel-shaped cans of Halutza green and black olives reflects the distinctive flavor of the Israeli-grown fruit within, according to Eddie Ben-Aderet, Halutza vice president. The rounded shape stands out from conventional cylindrical cans, and an easy-open tabbed top is convenient to use.

The multi-dimensional look of the can is enhanced by the luminosity of the artwork printed directly on its sides, Ben-Aderet said. “The result is a sleek look, with lively, vivid colors, that eliminates the wasted paper from applied labels,” he said. “Unlike a lot of innovative packaging, these barrel shaped cans remain comparably priced with conventional cylinders by taking away the cost of purchasing and applying paper labels.”

The Halutza line consists of whole, pitted and sliced green olives as well as pitted and sliced black olives in 18-ounce cans with a suggested retail price of \$3.59.

Halutza’s olive groves are located in the highlands of the arid Negev Desert and are irrigated with brackish water from ancient underground aquifers. The salt and minerals from the water create a uniquely flavored fruit. The olives are all natural and are OU-P certified kosher and kosher for Passover.

### **About Halutza**

Halutza, based in Israel, imports premium and USDA organic extra virgin olive oils and olives. The company is part of Jordache Enterprises, a privately held conglomerate with operations in apparel, residential and commercial real estate.

Products are available at Whole Foods Market, Wild Oats, Wegmans, Earth Fare, Food Emporium and A&P. Halutza’s U.S. headquarters is located at 1400 Broadway, New York, NY 10018. More information about the company is available by calling 917 207 0146 or online at [www.halutza.com](http://www.halutza.com).

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