



HALUTZA ISRAELI OLIVE OIL ON NATURAL FOOD NETWORK

NEW YORK, (January 29, 2008) – Unique Flavor Profile Rooted in Desert Orchards Halutza Israeli Olive Oil's distinctive flavor stems from a unique "terroir". Grown in Israel's Negev Desert, and nourished by mineral-rich waters from ancient underground aquifers, unblemished olives are pressed immediately after picking.

The result is uniquely flavorful oil with very low acidity. The all-natural and organic oils are certified kosher and kosher for Passover. Halutza oils include: Halutza Premium Extra Virgin Olive Oil, available in 500 ml and 750 ml sizes, and Halutza USDA Organic Extra Virgin Olive Oil, available in 500 ml bottles. SRP ranges from \$10.99 to \$14.99; the 500 ml and 750 ml oils are packed six per case.

Distributors include: Tree of Life, Kehe, Distribution Plus Inc., Haddon House Food Products, Avenue Gourmet, Nassau Candy and Importations Tribeca Inc. Halutza has recently expanded its distribution in Canada with representation by Importations Tribeca Inc. of Montreal.

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.

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