



HALUTZA OLIVES AND OIL AVAILABLE AT THE FRESH MARKET

NEW YORK, (June 6, 2007) – Halutza’s line of all natural Israeli extra virgin olive oil and olives now are available through specialty grocer The Fresh Market’s more than 60 stores in the Southeast and Midwest. The products will be distributed through Medford, N.J.-based Hadden House Food Products, Inc.

The Fresh Market stores will carry 17 ounce bottle of Halutza Premium Extra Virgin Olive Oil, and its line of 18-ounce whole, pitted and sliced green olives as well as pitted and sliced black olives, said Eddie Ben-Aderet, Halutza vice president. All products are all natural and kosher for Passover.

Grown in the Negev Desert of Israel and watered by deep underground brackish (salty) water, Halutza olive trees produce a uniquely-flavored fruit. The oils are very low in acidity because they are processed quickly on site. Halutza Premium Olive Oil, which is produced from ripe, unblemished olives, was selected the 2006 Best Olive Oil in Israel by the Israeli Olive Board, which adheres to the judging regulations of the International Olive Oil Council. Halutza also won the award twice previously.

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.

PRESS CONTACT:

Sue Engelhart & Associates:

Sue Engelhart, 941.926.4245,
Suehart5@aol.com

Halutza:

Laura Burke, 917.207.9146,
lburke6@nyc.rr.com