



HALUTZA ISRAELI OLIVE OIL AND PACKAGING WIN MEDALS AT 2007 LOS ANGELES INTERNATIONAL OLIVE OIL COMPETITION

NEW YORK, (June 25, 2007) – Halutza Premium Extra Virgin Olive Oil earned a silver medal and the Israeli-produced oil also won a bronze medal for packaging at the 2007 Los Angeles International Extra Virgin Olive Oil Competition on June 16.

Halutza Premium Olive Oil is produced from ripe, unblemished olives. The oil is very low in acidity, less than 0.5 percent, because the olives are processed quickly on site in groves located in the Negev Desert of Israel. Irrigation with brackish (salty) water from 3,000 feet deep aquifers helps give Halutza olives a unique flavor, according to Eddie Ben-Aderet, Halutza vice president.

The oil is packaged in deep green bottles accented with a green and buff colored label highlighted with red and an artist's rendering of an olive branch with ripe fruit.

Halutza olive oils are all natural and are certified kosher and kosher for Passover. The Premium Extra Virgin Olive Oil also 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. "We believe we have a uniquely-delicious product," Ben-Aderet said, "and we truly appreciate the recognition we received from the Los Angeles competition judges."

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