

# Chris Nathan, Founder and CEO Olivado Gourmet Foods



Chris Nathan is on the quest for culinary perfection. A professional chef who says his hobbies are car racing and problem solving has been on the fast track to business success over the past few years with his innovative line of culinary oils and the business he started to manufacture and market them.

Like the skin of an avocado, the road to success was a bumpy one. As a five-star chef, Nathan was always trying new ingredients and food combinations. And as a business innovator, he saw the potential in extracting the nutrients and flavor quality of avocados using a cold extraction method into high-quality avocado oil after finding that other avocado oils on the market were inferior due to poor processing. Little did he know how challenging it would be to craft the perfect oil. Nathan put together a team of experts including a legal brain, a marketing wiz, an internationally renowned food scientist, and an international investor. Together they worked diligently for years to make Chris Nathan's dream of premium avocado oil a reality. Working hand-in-hand with the food scientists at Massey University, New Zealand's premiere Food Science University, under a New Zealand Horticultural grant, pioneered and perfected the process of oil extraction from the avocado.

Nathan and his "dream team" have created an award-winning company and a line of avocado oils prized throughout the world. In its first year in business, Olivado won a major New Zealand Small Business Award for innovative marketing at the Television New Zealand/Marketing Magazine 2001 Marketing Awards. *Cuisine* magazine praised Olivado for helping to pioneer the avocado oil industry in New Zealand and for its strong marketing initiatives, which have been crucial in making both the product and the brand a success. In 2002, Olivado picked up the coveted premier Award from Massey University's Food Awards

Nathan's culinary training began with the Royal New Zealand Air Force. He admits that most chefs usually come to cooking in other ways but that the military gave him a good grounding in business. As a professional chef, Nathan worked at many five-star hotels and restaurants in New Zealand and enjoyed whipping up new culinary delights for his clientele. Though he no longer works as a chef, this busy entrepreneur is still an enthusiastic cook. He says that choice and variety of ingredients is important for anyone cooking. Olivado products enhance food and allow for a range of cooking styles. When he's not racing around a track, he's racing around the Olivado production plant creating new oils that meet his high standards for quality and taste. Chris and his family live in New Zealand.