

OLIVADO AVOCADO OIL

A New Taste Sensation

Mexican cuisine has long recognized the culinary delights of the avocado, and it is increasingly seen as an ideal fruit for the health conscious in many countries.

Now, New Zealand-based Olivado Natural Nutrition brings you the best of both worlds – a premium, extra virgin, cold-pressed oil extracted from avocados that is a superb dressing or cooking oil. Avocado oil is also an extremely healthy product that can assist in lowering cholesterol levels, help in the fight against heart disease, and relieve some prostate problems.

Plant-based oils have long been touted for their superior health benefits. Corn oil and canola oil, with their high smoking points, are ideal for frying. However, they are not as healthy as olive oil. The pungent flavours of some olive oils can compete with delicate flavors and isn't suited to high temperature cooking. However, with Olivado's Avocado Oil, you have the best of both worlds: a healthy plant oil that tastes great.

Olivado's Avocado Oil, an award-winning, extra-virgin, cold-pressed, premium oil is made exclusively from New Zealand Haas Avocados. This light, yet rich green oil is an ideal addition to any cook's pantry.

Research has shown that avocados grown in New Zealand's semi-tropical soil in the Northland and Bay of Plenty regions have higher levels of Beta-Sitosterol than avocados grown elsewhere. Beta-Sitosterol is a naturally occurring plant compound found in heart-healthy olive oil. This compound has been shown to reduce cholesterol levels and rev-up your body to produce good cholesterol. The New Zealand Haas avocado grown for Olivado contain 950 mg per 100grams of Beta Sitosterol content compared to an average of 750 mg per 100 grams content for typical avocados grown elsewhere (AgriQuality Lab Network, May 2000).

Better still is the flavour and culinary uses of Avocado oil. You can use Olivado's Avocado oil as you would any other oil. You can enjoy its light taste as a salad dressing and use it for high-temperature cooking; its smoking point is a remarkable 491 degrees Fahrenheit, or 255 degrees Celsius.



Olivado is based at Kerikeri in the beautiful Bay of Islands, near the top of New Zealand's North Island - the so-called Winterless North. The main business of Olivado involves olives and avocados, two very healthy, wonderful fruits. Olivado has been singled out as one of the top food innovators in New Zealand, by top food magazine *Cuisine*. *Cuisine* praised Olivado for helping to found the avocado oil industry in New Zealand and also for its strong marketing initiatives that have been a key in making both the product and brand a success. Olivado is one of 13 "cool companies transforming Kiwi business" according to a leading business publication. Olivado is the proud recipient of the 2002, Massey University Food Award for best Gourmet Foods and the Enterprise Award; and the 2001 Television New Zealand/Marketing Magazine Small Business Award.

www.olivado.com