

Olivado Natural Nutrition New Zealand



Olivado Natural Nutrition began life in 1999 as Olivado Gourmet Foods. An innovative team, comprising a former chef, a legal brain, a marketing whiz, an internationally renowned food scientist, and an international investor, worked hand-in-hand with the food scientists at Massey University, New Zealand's premier Food Science University, under a New Zealand Horticultural grant, pioneered and perfected the process of oil extraction from the avocado. The unique process they developed is used exclusively in their factory. No other company can produce avocado oil in the same manner with the quality and shelf life of **Olivado Extra Virgin Avocado Oil**. Today, **Olivado's** driving philosophy is to create and market products that add health and value to people's lives every day.

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. They were in competition with some of the largest food companies in New Zealand. Additionally, **Olivado** was awarded the category prize for best Gourmet Foods and the Enterprise Award. The Massey University Premier Award is presented to companies "for exceptional food technology skills through the systematic, consumer-oriented application of science, innovative technology and marketing resources, to launch an outstanding new, high quality food or beverage product."

In addition to industry accolades, Olivado is earning attention and reputation as a culinary premium oil. Internationally-renowned chef Jamie Oliver was immediately impressed with the taste and quality, predicting in an Australian magazine that **Olivado** Avocado Oil would become "the next 'it' food ingredient".

Situated in a 5-acre olive grove in Kerikeri, in the beautiful Bay of Islands and near the top of New Zealand's North Island, the so-called "Winterless North," the purpose-built **Olivado** plant produces high quality, extra virgin, cold-pressed avocado oils. Since 2007, **Olivado** has also started a production plant in Kenya, producing organic and fair trade avocado oil from avocados grown by small farmholders in the lush highlands of central Kenya.



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