

Olivado Gourmet Foods

New Zealand



Olivado Gourmet Foods was conceived and founded by Chris Nathan, a professional chef. He realized that the juice of avocados could be extracted and made into an ultra-healthy and delicious edible oil. Nathan put together a team of experts including a legal brain, a marketing wiz, an internationally renowned food scientist, and an international investor, who all worked diligently for years to make Chris Nathan's dream a reality. This innovative team, 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. Thus **Olivado** was born. This propriety 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 everyday.

Situated in a 30-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 is unique in that it produces both high-quality, extra virgin, cold-pressed avocado *and* olive oils using the same process. **Olivado** also operates a one-of-a-kind mobile avocado oil plant in Australia, moving the hi-tech process from region-to-region as the fruit matures, in order to capture the freshness of the fruit and prevent damage caused by freighting over long distances.

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 the attention and reputation as a culinary premium oil. Internationally-renowned chef and Food Network star, Jamie Oliver traveled halfway around the world to discover a new food oil in New Zealand, and he is now helping **Olivado** establish its award-winning avocado oil in international markets. 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". He uses it regularly in his London restaurant, Fifteen.

Olivado has been called an "amazing company to watch" and is recognized as one of "13 cool companies that are transforming Kiwi business". The company produces over a million bottles of culinary oil each year and distributes its products around the globe, enjoying its strongest sales in the United Kingdom. **Olivado** began distributing their product line in the United States in 2005, and has quickly won the praise of cooks who enjoy its versatility and mild flavor. It is available in retail outlets throughout the U.S.

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