



## FOR IMMEDIATE RELEASE

### Experience the Authentic Flavor of the Mediterranean at Natural Products Expo West 2018

*Sustainably sourced organic probiotic-rich olives showcase centuries of Greek tradition*

**Laconia, Greece – (January 16, 2018):** Booth # F54 in Natural Products Expo West's Fresh Ideas Tent on March 8<sup>th</sup> at the Anaheim Convention Center is the place to experience the rich, savory flavors of authentically crafted [Alive & Well Probiotic-Rich Organic Olives](#). Produced by the expert team of Natural Products Industry Pioneers at [Legacy III Partners](#), the distinctly pure taste of Alive & Well Olives highlights the company's singular dedication to offer delicious food that is sustainably sourced. Grown, harvested and cured on small family farms and village co-ops throughout Greece, each batch of Alive & Well Olives is naturally fermented to preserve superior taste and live, active cultures, which are similar to those found in naturally cultured yogurt, cheese and sauerkraut.

Alive & Well proudly sources their five varieties of heirloom olives from key regions in Greece that specialize in their respective varieties, supporting ancient local traditions of olive curing and fermenting. With a team that collectively possesses over a century of experience in the Natural Products industry, Legacy III Partners relies on their in-depth knowledge of sustainable sourcing and ethical product development to reinforce the company values of wellness, sustainability

and contemporary taste. Greg Leonard, Martin Roth, Bruce Kern, David Gauger and Jordan Smith make up the team that discovered these special olives for exclusive distribution in the U.S.

“The inspiration for bringing these world-class olives to market was simple: we discovered just how far removed olives found in supermarkets are from those that are organic, naturally fermented and handled with care throughout the picking, packing, shipping and delivery process,” said Greg Leonard, Founding Partner of Legacy III Partners. “We saw this as a great opportunity to give olive lovers in the U.S. the real thing: sustainably grown, traditionally cultivated, naturally lacto-fermented olives delivered to the consumer in a raw state with all of their inherent flavor and nutritional advantages intact.”

Legacy III Partners maintains an unwavering commitment to delivering food products with delicious flavor, premium quality, organic or biodynamic sourcing and that are distinctly unique, and Alive & Well Probiotic-Rich Organic Olives are no exception. Sustainably sourced and expertly cured, Alive & Well showcases the traditional artistry of the fruit, bringing the authentic taste of the Mediterranean to your pantry. The distinct aroma and robust texture of each crisp, artisanal olive variety is sure to delight the senses and serve as a flavorful complement to any dish or occasion. Phil Lempert, the Supermarket Guru, gave Alive & Well a score of 91 and proclaimed, “These are some of the best olives I’ve ever tasted.”

Indulge in all five authentic Greek varieties of Alive & Well Probiotic-Rich Olives at Booth #F54 in the “Fresh Ideas” tent hosted at the [Natural Products Expo West](#), showcasing Thursday, March 8<sup>th</sup> at the Anaheim Convention Center, 12:30-5:30pm. Visit [www.AliveAndWellOlives.com](http://www.AliveAndWellOlives.com) to learn more about Legacy III Partners’ exclusive collection of probiotic-rich heirloom olives.

## **About Alive & Well From The Mediterranean:**

Distributed by Legacy III Partners, Alive & Well Olives are sourced from small family farms and village co-ops in Greece, which follow the same traditional agricultural methods used in the region for thousands of years and cultivate trees that are centuries old. With patience and care, each batch of these raw, heirloom olives captures the rich flavors and essential nutrients of the fruit, and arrives in a living Mother Brine filled with active probiotic cultures. Learn more about Alive & Well Olives and find creative recipe ideas at [AliveAndWellOlives.com](http://AliveAndWellOlives.com).

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