FOR IMMEDIATE RELEASE

Alive & Well Probiotic-Rich Organic Olives Bring the Flavor of Greece to the Winter Fancy Food Show 2019

Savor the only heirloom olives grown, harvested and fermented the same way they were artisanally crafted in Greece thousands of years ago

SAN FRANCISCO, Calif. – (DIST DATE, 2018): Alive & Well From the Mediterranean is excited to showcase their artisanal probiotic-rich organic olives at the Winter Fancy Food Show in San Francisco this January (booth #5541). At the show, you’re invited to taste the next big culinary trends, including the five heirloom varieties of Probiotic-Rich Organic Olives cultivated exclusively for Alive & Well by small family farms and village co-ops in Greece. Enjoy a rich depth of flavor and crisp texture that give way to a subtle bite of natural brine, with the smooth, buttery finish of a complex terroir that, much like a fine wine, tells the story of Alive & Well olives’ proud heritage.

Each jar of sustainably-sourced Alive & Well Probiotic-Rich Organic Olives is prepared in small batches through a process of natural lactofermentation, similar to the process used to make sauerkraut. The result is a robust fruit brimming with authentic Mediterranean flavor and naturally occurring, health-boosting probiotics. “Alive & Well Olives, as the name implies, preserve the live, raw cultures in the fruit and brine,” explains Product Innovation Director and native Greek, Sotiris Kitrilakis, “We aim to preserve the nutrients, cultures, flavors and aromas that come with the natural olive, or in the natural curing
process.” The result is an olive as it was always meant to taste, infusing any dish with rich flavor and aroma.

At the Winter Fancy Food Show (booth #5541), January 13-15 at the Moscone Center in San Francisco, you are invited to taste the ripe Kalamata, sourced from the Sellasia region of the Peloponnese, which boasts a tart richness and unique depth of flavor that only comes from a fully ripened fruit and a touch of organic wine vinegar; the Green Rovie, sourced from the island of Evia in the Rovies region, which provides a complex and nutty finish; the Atalanti, sourced from the Aegean shores of central Greece, which showcases the rich complexity influenced by the unique microclimate in which they are grown; the Chalkidiki, from the Chalkidiki peninsula in Greek Macedonia, which has a robust taste enhanced by the region’s mineral-rich soil; and our world-class Amfissa, whose rich flavor is attributed to wild culture fermentation and the complex terroir of the Mount Othrys foothills, overlooking the Aegean Sea.

If you like your olives with vodka, stop by Booth #5541 on Monday evening from 4-6PM to relish our Alive & Well “Probiotic Martini” made with the probiotic-rich Mother Brine found in each jar, a one-of-a-kind flavor experience.

About Alive & Well From The Mediterranean:

Distributed by Legacy III Partners, Alive & Well Olives come from small family farms and village co-ops in Greece who follow the same traditional agricultural methods used in the region for thousands of years. Some of the olive trees are hundreds of years 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. They can be found in the refrigerated, fermented vegetable case. Learn more about Alive & Well Olives at AliveAndWellOlives.com.

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