



For Immediate Release
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Contact: Debby Fortune, Fortune PR
debby@fortunepublicrelations.com
510-548-1097

Pick up **NEW Fresh Cured™** Olives at Supermarkets Nationwide

Musco Family Olive Co. Debuts California-Grown Green Ripe Olives



Tracy, California – Musco Family Olive Co., the leading branded retail supplier of table olives in America, has introduced **Pearls®** and **Early California® Fresh Cured™ Green Ripe Medium** olives, a new line of green olives that are grown and processed in California.

Fresh Cured™ olives are hand-picked in California, then cured immediately after harvesting in a delicate proprietary way that preserves the olives' color variations and retains their firm and juicy texture. The line is available in easy-to-open pull-top cans.

(SRP \$1.99/6 ounce can, *gluten-free, dairy-free, vegan*)

Full of buttery flavor and seasoned with a pinch of sea salt, *Fresh Cured* olives are delicious as an anytime satisfying snack. At only five calories per olive, they're a flavorful choice and a great source of monounsaturated fat, which has been repeatedly demonstrated in studies to lower bad (LDL) cholesterol.

The perfect pantry item to keep on hand, *Fresh Cured* olives are ready to be served as a colorful appetizer or added to salads, pasta dishes, and pizzas. Find them at national and regional supermarket chains and at Wal-Mart stores nationally.

Pearls® and **Early California®** brand *Fresh Cured* olives, as well as other delicious olives from the Musco Family, are available at grocers nationwide. A convenient storefinder is located here on the company's website: <http://www.olives.com/finder.asp>

About Musco Family Olive Co.

Musco Family Olive Co., a third-generation privately held family business, is the leading branded retail supplier of table olives in America. The company's **Pearls** and **Early California** brands command over 54 percent of the total national branded market share of black ripe olives and use nearly half of the 27,000-acre California olive crop.

Musco is a leader in environmental sustainability, with a unique closed-loop water recycling program, a waste program that diverts 98.5% of the company's waste from landfill into beneficial reuse or institutional recycling, a patented forage system that actively removes salt from the soil, and an award-winning renewable energy wastewater system (RENEWS™) that makes Musco one of the cleanest burning biomass plants in California, if not the nation. For more information, go to www.olives.com or join the Facebook community of your favorite brand at www.facebook.com/EarlyCaliforniaOlives or www.facebook.com/PearlsOlives.

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