



**For Immediate Release**  
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## Musco Family Olive Co. Debuts Reduced Salt™ Line

*All the Flavor with Far Less Salt: Delicious New Options of Pearls® and Early California® Olives®*

Tracy, California – Musco Family Olive Co., the leading branded retail producer of table olives in America, has introduced a line of **Pearls®** and **Early California® Reduced Salt** olives. The new olives are available in two varieties:



- **Early California & Pearls Reduced Salt Large Black Ripe Olives** (SRP \$1.79/6 ounce can. Product of California)
- **Early California & Pearls Reduced Salt Pimiento Stuffed Manzanilla Olives** (SRP \$1.98/5.75 ounce jar. Product of Spain)

Musco Family Olive Co. is sensitive to health-conscious customers who are increasingly looking for ways to lower their sodium intake and has found a way to cut the sodium levels of two of the company's most popular olives. *Reduced Salt Large Black Pitted Ripe Olives* contain **25% less sodium** than regular black olives. The new *Reduced Salt Pimiento Stuffed Manzanilla Olives* have an impressive **75% less sodium** than their conventional counterparts.

According to the National Institutes of Health, one of the keys to healthy eating is choosing foods lower in salt and sodium. Most Americans consume more sodium than is recommended, which contributes to high blood pressure and other associated health risks. The current USDA recommendation is to consume less than 2.3 grams (2,300 mg) of sodium each day. In addition to eating more vegetables and less processed food, one way to decrease sodium intake is to choose foods that are labeled "reduced salt." \*

With just a few calories per olive, and about 25 calories per serving, they're a diet-friendly, satisfying, and flavorful snack choice, plus a great source of monounsaturated fat, which has been repeatedly demonstrated in studies to lower bad (LDL) cholesterol. Olives are also the perfect party platter feature, and a flavorful addition to salads, pastas, pizzas, and all Mediterranean-style fare.

**Pearls®** and **Early California®** brand **Reduced Salt** olives, as well as many other delicious olives from the Musco Family, are available at national and regional supermarket chains and at Wal-Mart stores nationally. A convenient storefinder is located here on the company's website:

<http://www.olives.com/finder.asp>

**More...**

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### **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% 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](http://www.olives.com) or join the Facebook community of your favorite brand at [www.facebook.com/EarlyCaliforniaOlives](http://www.facebook.com/EarlyCaliforniaOlives) or [www.facebook.com/PearlsOlives](http://www.facebook.com/PearlsOlives).

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\*[http://www.nhlbi.nih.gov/hbp/prevent/sodium/tip\\_shop.htm](http://www.nhlbi.nih.gov/hbp/prevent/sodium/tip_shop.htm)

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