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For Immediate Release

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Parents Magazine Names New Pearls® Olives to Go!™ Snack Cups One of Its “25 Best Packaged Foods for Families”

Tracy, California – Musco Family Olive Co., the leading branded supplier of table olives in America, is pleased to announce that *Parents* has chosen **Pearls Olives to Go!** single-serving black olives as a **Best Quick Snack** in the magazine's annual [“25 Best Packaged Foods for Families.”](#) The complete list of winners is in the March 2014 issue of the magazine and includes kid-approved items that are free of artificial colors and flavors, contain low levels of fat and sodium, and save mom time in the kitchen. **Pearls Olives to Go!** are ready-to-snack, liquid-free, easy-to-open cups filled with California-grown large pitted black ripe olives.



Parents finalized its “25 Best Packaged Food for Families” after culling through thousands of supermarket items. More than 100 parents and their kids were brought in to taste test the packaged foods that met the editorial team's healthy eating guidelines. Kids picked 25 meals, snacks, and desserts that the whole family can enjoy and feel good about eating.



Each package of **Pearls Olives to Go!** contains four 1.2 ounce cups (similar to fruit snack cups but without the liquid mess). An individual olive cup holds ten large olives – one for each finger. Containing just 40 calories, the cups are ideally portion-controlled for kids and adults. These are the same classic olives consumers already know and love.

Called “a super school snack” by the *Parents* editors, **Pearls Olives to Go!** make a satisfying, convenient alternative to chips and other salty snacks. The suggested retail price is \$2.99-\$3.49/4-1.2 ounce cups. These healthful, wholesome, portable snacks are *gluten-free, dairy-free, sugar-free, cholesterol-free, GMO-free, and vegan.*

“The California black ripe olive is America’s most popular olive, and kids love them,” says Felix Musco, CEO of Musco Family Olive Co., which makes **Pearls Olives to Go! Snack Cups**. “Our snack cups make olives easier than ever to enjoy anytime. No cans. No mess. Just juicy and delicious snacking goodness.”

With only four calories per olive, these classic California black ripe olives seasoned with a pinch of sea salt are a flavorful snack choice and a great source of monounsaturated fat, which has been repeatedly demonstrated in studies to lower bad (LDL) cholesterol.

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 half of the total national branded market share of black ripe olives.

Pearls and **Early California** brand olives are available at supermarkets and grocers nationwide. A convenient storefinder is located on the company's website at www.olives.com/finder.

Musco is a leader in environmental sustainability, with a unique closed-loop water recycling program, a waste program that diverts over 95% 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 at www.facebook.com/PearlsOlives.

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