Musco Family Olives: Born and Raised in California
Third-Generation Family Business Processes Local Olives Onsite

Tracy, California – Musco Family Olive Co., the leading supplier of branded table olives in America, works closely with California growers to produce delicious, premium-quality olives that are canned in an award-winning, environmentally sustainable facility in Tracy, California. The company also offers a line of international varietals. Founded three generations ago by Nicolo Musco, the family-owned company’s olives are available nationwide as Pearls® and Early California® brands.

California-Grown Olives
The Musco Family Olive Co. uses nearly half of the 27,000-acre California olive crop to make its flavorful canned black ripe olives and Sicilian style olives.

Pearls® and Early California® Black Ripe Olives
(SRP $1.79, 6 ounce can, large, $1.49/2.25 ounce can, sliced)
Seasoned with sea salt instead of iodized salt, these popular canned olives have great texture and flavor and a rich, black color. Picked in the orchards and hand harvested from the tree when they are still green, they are taken to the plant tanks to be cured. A flow of air bubbles darkens the olives. After being pitted, the fruit is sent to the canning lines, where it is packed.

A serving of black olives contains just 25 calories or fewer. Available in: Small, Medium, Large, Extra Large, Jumbo, and Colossal, as well as Chopped, Sliced, and Reduced Salt (Large only).

NEW! Pearls® and Early California® Fresh Cured™ Olives
(SRP $1.99/6 ounce can) These California-grown, hand-picked olives are cured in a delicate proprietary way that retains the olives’ natural green color. This time-honored process also retains the olives’ firm, juicy texture, and brings out their delicious buttery flavor.

What makes Musco canned olives special?
- Grown by California farmers
- Seasoned with sea salt, not iodized salt
- Made in an environmentally sustainable facility

Fun at your fingertips!
NEW! Pearls® and Early California® Reduced Salt Olives ($1.79/6 ounce can, SRP $1.98/5.75 ounce jar)
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.

Pearls® and Early California® Infusions™ Olives
(SRP $1.99/6 ounce can, $1.59/2.25 ounce can)
The Musco Family has patented a process for its olives that integrates the perfect balance of ripening and seasoning to bring added flavor to these California-grown olives. Infusions™ combine fresh ingredients like garlic, onions, oregano, basil, jalapeno peppers, and red wine vinegar to make Spicy Ranchero, Jalapeno, and Classic Italian (pitted and sliced).

Imported Specialty Olives
The Musco family’s imported Mediterranean olives – Spanish, Queen, and Kalamata – are brought to the U.S. from Spain and Greece.

Pearls® and Early California® Pimiento-Stuffed Olives
(SRP range $1.79-$5.99/5.75, 7, 10, and 21 ounce jars)
Spanish Green olives are hand-harvested and processed in Spain. The olives are totally immersed in a curing solution to retain their green color then fermented for up to two months. The fermented olives are hand-sorted, sized and graded, then pitted and stuffed. Two varietals are available: the classic Manzanilla olive (available Stuffed, Sliced, and Reduced Salt) and the slightly larger Queen olive (Pitted and Stuffed only).
Page 3: California-Made Olives from Musco

Pearls® and Early California® Specialties™ Olives
(SRP $5.89/6 – 7 ounce jars)
These premium jarred olives are made using imported olives from Greece and Spain. Available in three varieties: Kalamata (whole or pitted Greek olives), spicy Jalapeño Stuffed (Queen Spanish green olives stuffed with real Jalapeño peppers) and zesty Garlic Stuffed (Queen Spanish green olives stuffed with real garlic). All three are terrific in pasta, salads, breads, or just by themselves as a snack.

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 the cleanest burning biomass plant in California, if not the nation.

Musco Family Olive Co. olives are available in grocers nationwide under the Pearls® and Early California® brand names. For more information, go to www.olives.com or join the Musco Family Facebook community at www.facebook.com/MuscoFamilyOliveCo, www.facebook.com/EarlyCaliforniaOlives or www.facebook.com/PearlsOlives.

Consumers will find this convenient storefinder on the company’s website to help locate their favorite brand of Musco Family Olives in a local supermarket: http://www.olives.com/finder.asp

#  #  #  #

Fun at your fingertips!