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For Immediate Release

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## Introducing America's Favorite Olives in a Portable Cup: New Pearls® Olives to Go!™ Snack Cups: Olives Ready to Go When You Are

Tracy, California – Musco Family Olive Co., the leading branded supplier of table olives in America, introduces **Pearls Olives to Go!** single serving, ready-to-snack, liquid-free, easy-to-open cups filled with delicious California-grown large pitted black ripe olives. A great choice for 'a tasty wholesome snack'™.

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 and are the same classic olives consumers already know and love.



Perfect for lunchboxes, gym bags, desk drawers, and afterschool snacking, **Pearls Olives to Go!** will be on grocers' olive shelves and in colorful standalone shippers in most major metro markets this August – just in time for back to school. They 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**. "We decided to make them easier than ever to enjoy anytime. No cans. No mess. Just juicy and delicious snacking goodness. It's the biggest olive innovation since pitting them."

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.

### 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](http://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](http://www.olives.com) or join the Facebook community at [www.facebook.com/PearlsOlives](http://www.facebook.com/PearlsOlives).

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Fun at your fingertips!