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For Immediate Release

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**Something Good Just Got *Three Times Better*:**  
**Pearls® Olives to Go!™ Snack Cups Now in Three New Varieties**  
*Single-Serve Kalamata, Pimiento-Stuffed Spanish Green, and Sliced Black Olives*

Tracy, California – Musco Family Olive Co., the leading branded supplier of table olives in America, is pleased to add three new flavors to its award winning and innovative line of **Pearls Olives to Go!** mess-free, ready-to-use olive cups. Each package of **Pearls Olives to Go!** contains four single-serving cups (similar to fruit snack cups but without the liquid mess). These easy-to-open cups stay fresh and tightly sealed until you're ready to use them -- so that you can enjoy a snack, or just punch up the flavor profile of any dish without having to find a can opener or storage container.

**Pearls Olives to Go!** are ideally portion-controlled and now available in three new varieties: **Kalamata**, **Pimiento-Stuffed Spanish Green**, and **Sliced Black Ripe**. These new varieties are available now at **Target** stores nationwide and will be available at other major retailers, including Stop & Shop, Giant Food Stores, and Martin's Food Markets and many others in May 2014.

These newest olives join the inaugural **Olives to Go!** product, **Black Pitted**, which launched late last year and is now widely available nationwide (\$3.49/4-pack of 1.2 ounce cups). The entire **Olives to Go!** line is *gluten-free, dairy-free, sugar-free, cholesterol-free, trans-fat-free, GMO-free, and vegan.*

**Pearls Olives to Go! Kalamata Pitted Greek Olives**

These dark and fruity olives make a simple gourmet snack! Eat them on their own, toss them into a salad, add to veggies, pasta, or rice, or sprinkle them on a slice of takeout pizza. 120 calories per cup. \$3.99/4-pack of 1.4 ounce cups.



**Pearls Olives to Go! Pimiento Stuffed Spanish Green Olives**

These colorful Spanish olives are the best-selling green olive in the U.S. Their pleasantly nutty flavor makes a delightful snack or lunch brightener. Stuffed to perfection! 80 calories per cup. \$3.99/4-pack of 1.6 ounce cups.



**Pearls Olives to Go! Sliced California Black Ripe Olives**

These liquid-free, easy-to-open cups can go anywhere and be eaten alone or used as a topper for salads, burrito bowls, mac & cheese, pizza and any food that needs an extra hit of flavor. They're the perfect topper! 60 calories per cup. \$3.99/4-pack of 1.4 ounce cups.



**More...**

**Fun at your fingertips!™**



## Page 2: Pearls® Olives to Go!™ Adds Three New Flavors to Snack Cup Line

“Olives are a tasty, wholesome snack,” says Felix Musco, CEO of Musco Family Olive Co., which makes **Pearls Olives to Go! Snack Cups**. “We wanted to make them easier than ever to enjoy anytime, anywhere. With Olives to Go!, there's no can opener, no brine, no storage issues. All you need to do is peel off the lid and get creative!”

The original Pearls Olives to Go! Black Pitted are a [winner of the 2014 Parents® Magazine 25 Best Packaged Foods for Families Award!](#)



### 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 store finder for Pearls Olives to Go! is located on the company's website at [www.olives.com/finder](http://www.olives.com/finder).

Musco is a leader in environmental sustainability. The company recently achieved a Zero Waste goal for its facility, which features a unique closed-loop water recycling program, a waste program that diverts 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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