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**NEW PATENT PROVES OLIVE SNACK CATEGORY ORIGINATOR**

***Musco Family Olive Co. celebrates recognition as industry innovator, showing consumers and retailers why Pearls® Olives To Go!® Cups are No. 1***

Tracy, California — February 26, 2020 — In a clear signal identifying the source of innovation in the olive snack category, the United States Patent and Trademark Office recognized Musco Family Olive Co. for product originality, and granted the company a U.S. patent for the process of making its brine-less, ready-to-eat packaged olives. Available nationally as Pearls® Olives To Go!®, these industry-first products are the number one distributed item in the olives category.

“We wanted to make it easier than ever to enjoy olives anytime, anywhere,” says Felix Musco, CEO of Musco Family Olive Co. “That’s why, nearly a decade ago, we invested heavily in consumer-driven R&D and significant new capital for an entirely new convenient product line that would unlock retail opportunities and infuse fresh growth into the olive category.”

He continues, “It seems so simple today. Just peel off the lid and enjoy a wholesome, mess-free snack. But the engineering expertise that went into making Pearls Olives To Go! a hit with consumers and energized sales up and down the olive aisle is an accomplishment that very much deserves a patent for its uniqueness and investment.”

With multiple additional patents pending, the Pearls Olives To Go! line features five flavors currently available from Musco Family Olive Co.: Black Pitted, Sliced, Pitted Kalamata, Pimento Stuffed and Italian Herb. The entire Olives To Go! line is gluten-free, dairy-free, cholesterol-free, trans-fat-free, GMO-free, plant-based and vegan.

Michael E. Dergosits, legal counsel for Musco Family Olive Co., highlights the significance of the U.S. patent. “Receiving a patent is an important moment for the most successful new product launch in the olive category,” he notes. “Musco Family Olive Co. is meeting consumer demand for flavor and convenience, and we can now clarify in the marketplace the company that invented olive cups and separate it from the latecomers. Musco takes seriously its obligation to guard against patent and trademark infringement, to avoid consumer confusion, to protect the deep investment Musco made to drive the category forward, and to maintain its position as America’s leading branded olive company.”

Founded more than 75 years ago, the Musco Family Olive Co. is America’s number one brand of table olives. The independent, family-owned business is the country’s only 100

percent U.S.-owned full-line olive company. Together with local California growers for its ripe olives and the finest producers of imported olives for its Specialties olives and green olives, Musco Family Olive Co. brings delicious olives from orchard to the table nationwide.

### **More About America's Leading Olive Snack**

Each package of Pearls Olives To Go! contains four cups (similar to fruit snack cups but without the liquid mess) and is designed to maintain the fresh taste and perfect texture of the olives and protect them from bruising. The cups are ideally portion-controlled for kids and adults, and are the same classic olives consumers already know and love. In 2014, *Parents*® magazine selected Pearls Olives To Go! Black Pitted Olives as a winner of the 25 Best Packaged Foods for Families Award. Progressive Grocer recognized Olives To Go! as a Category Captain in 2013 and 2015, and Olives To Go! *Infused* earned Editors' Pick in 2018. Shoppers can find Olives To Go! in all store formats—traditional grocery, mass, club, military, c-store, drugstore and airports.

### **About Musco Family Olive Co.**

Musco Family Olive Co., a third-generation privately held family-owned business and owner of the Pearls® and Early California® brands, is the number one branded olive company in America. Musco partners with hundreds of multigenerational family farmers throughout California's Central Valley, growing premium Manzanilla-variety ripe olives developed and grown in the state for decades. The company also offers an extensive line of imported olives, including its gourmet Specialties olives. Musco Family Olive Co. is proud of its industry-leading environmental stewardship program and has been recognized with numerous awards. The company is committed to its California growers, long-tenured employees, and countless valued vendors and business partners. For more information, please visit [www.olives.com](http://www.olives.com).

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