



**AMERICA'S  
FAVORITE  
OLIVE\***



# OUR PROMISE IS SIMPLE:

**We Make a Good Thing Even Better.** It's a mantra passed down by our founder and repeated by everyone within our company. Making a good thing even better guides us — whether that's a sun-kissed ripe olive from California, an authentic Kalamata from Greece, or even the way we do business — we're always working to ensure we're bringing out the best in ourselves and others.



## OLIVE EXPERTS SINCE 18TH CENTURY, SICILY

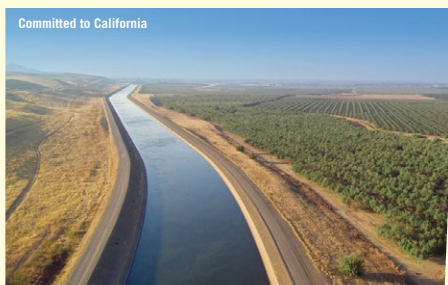
We are an olive family with deep roots, tracing our olive heritage all the way back to **18th-century Sicily**, where our founder, **Nicolo Musco's**, great-great-great grandparents first cultivated a passion for olives. That olive expertise was passed from generation to generation, until Nicolo came to America and started **Musco Family Olive Company**. Still family-owned and family-run today, Nicolo's values of **quality, integrity, and constant improvement** still guide us. For generations, from our family to yours, our goal has always been to bring the best olives to your table.

## THE CALIFORNIA DIFFERENCE

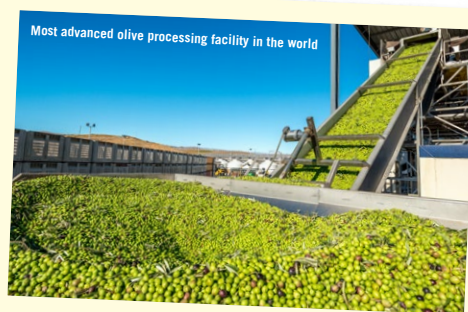
**As the only 100% California-owned, family-run, full-line olive business in America**, the Musco Family Olive Company is known for outstanding, uncompromising quality. Our supply chain has been the same for decades, anchored by long-term relationships with multi-generational California family farmers. Our ripe olives are sourced from over **450 California growers**. Our process is completely transparent, resulting in consistently superior-quality olives from tree to table.



Nicolo & Nick Musco, 1942



Committed to California



Most advanced olive processing facility in the world



California Farmer  
Heath Burreson

## WE CARE, AND GENERATE NEARLY ZERO WASTE

As the **most sustainable olive company in the U.S.**, we're always looking for smart ways to make a positive impact on our communities and the Earth. A few examples: we've **upcycled more than 2 billion gallons of the excess water** from our olive-curing process, using it to irrigate an innovative, salt-loving crop that's a nutritious feed for livestock. We're committed to **zero waste**, which means we work to generate less waste from the start, and find creative uses for the natural by-products of our business, like exploring the process of **turning olive pits into artificial turf** for sports fields. We're also proud to have decades-long partnerships with local, family farms, **keeping American farmers in business** and ensuring each ripe olive we sell has a **carbon footprint that's 12x smaller** than one that's shipped from overseas.

## AMERICA'S FAVORITE OLIVE\* FOR A REASON

More than just words on our logo, the Musco Family name is a promise of quality you can taste and trust. That's why **more Americans choose Musco Family's Pearls and Early California olives than any other brand** — because they know they'll get a delicious, firm, flavorful olive every time. Every step, from our trees to your table, is toward this one goal, like our **7-day slow-curing method** for ripe olives that ensures the best flavor and texture, or our drive to continually deliver smart, delicious new products that fit into people's lives. With a team that lives and breathes olives, many who've worked with us for decades, you get the benefit of unmatched olive experience in every bite.

\*MUSCO FAMILY OLIVE CO. BRANDED RETAIL SALES



**MUSCO**

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