

Bespoke Foods Ltd.



## PRESS RELEASE

### **Bespoke Foods launch La Amarilla de Ronda olive oil**

**For immediate release**

**May 2007**

A group of three highly renowned individuals have joined forces to bring us La Amarillo de Ronda olive oil. Cristino Obillo (a top olive oil expert), Michel Rolland (a respected enologist) and Philippe Starck (the designer) are aiming to bring the well established wine culture to the world of olive oils with *Suave* and *Intenso*, corresponding to white and red wine.

These two types are based on the philosophy that different styles of olive oil combine best with different types of foods. *Suave*, the milder of the two, is best suited to delicate white fish light salads and frying, and the more robust *Intenso* is ideal for the more robust salads and for marinades.

All of the olives used for La Amarilla olive oil are grown organically in Spain's southernmost region of Andalusia. This olive oil produced from the fruity organic trees represents the quality, complexity and true tradition of the Andalusian olive oil culture. Not only do the oils sit well on the palate they, also look alluring to the eye. Protected from the light to prevent spoilage, the oils come dressed in book-like steel containers that will bring a subtle sophistication to any shop shelf.

Both olive oils are available in 250ml and 500ml tins and look set to put Spanish olive oil on the gastronomic map. The versatility of the oils makes them suitable for all culinary occasions! Already a hit in their native of country of Spain, the oils have recently been released in the UK and are currently available at Whole Foods and selected retail outlets throughout the country.

**-Ends-**

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**PRESS RELEASE CONT.**

**Notes to Editor**

For further information about La Amarilla de Ronda products please log onto

<http://www.amarilladeronda.com/>

Please note that Bespoke Foods is a distributor and does not have the facility to supply directly to individual customers. For further information about Bespoke Foods or the products mentioned, please log onto [www.bespoke-foods.co.uk](http://www.bespoke-foods.co.uk) or contact Amy Woodbridge at [amy.woodbridge@bespoke-foods.co.uk](mailto:amy.woodbridge@bespoke-foods.co.uk) or Tel: 020 7819 4317.