

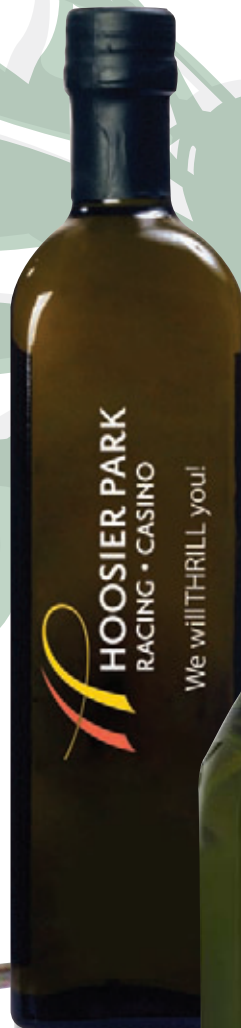


## 2010 COUNSELOR® PRODUCT DESIGN AWARD WINNER

*Awards Category  
Organic Olive Oil*



Organic Extra Virgin Olive Oil, 750 ml



Antica Abbazia  
Extra Virgin Olive Oil,  
750 ml



Golden Extra Virgin Olive Oil,  
500 ml



Balsamic Vinegar,  
500 ml

### **Products to Choose From:**

Golden Extra Virgin Olive Oil 500 ml

Antica Abbazia Extra Virgin Olive Oil 750 ml (square bottle)

★ Award-Winning Organic Extra Virgin Olive Oil 750 ml ★

Balsamic Vinegar 500 ml

Etched or Label Art is produced to fit virtually all budgets.

Gift Sets are available in Wood and Cardboard.

Bottle Stoppers are available.

Spec Samples can be produced to show your clients exactly what you think! \$25 (net)

Random Samples are available for \$15 (net).

# Why This is Such a Great Concept

1. Your clients' customers have never seen this, so there is a terrific "WOW" factor.
2. Olive Oil and Balsamic Vinegar are two of the hottest categories in food today.
3. It has a very high perceived value with an upscale demographic audience.
4. It is a completely fresh idea, no one has done this before.
5. The product is of exceptional quality, there will be consumption of the product.  
People will then keep the bottle and buy product at retail to refill.
6. The longevity of the bottle and the visibility will be tremendous.
7. No legal issues regarding shipment.
8. No religious issues.



# Business Channels for this Application

1. Banking
2. Insurance
3. Charitable Groups
4. Commercial and Residential Real Estate
5. Universities
6. Restaurants
7. Health Care/Medical
8. Corporate Branding, Events, and Anniversaires
9. Golf (Ladies)
10. Sports Teams
11. Holiday Gift Giving/Gift Sets
12. Distributor Self Promotion



Extra Virgin Olive Oil has many health benefits, including:

- Reduced blood pressure
- Lower cholesterol
- Lower risk of heart disease
- Higher level of antioxidants

-source: mayoclinic.com

Golden Extra Virgin Olive Oil 500 ml  
1-Color Etch



# Suggested Pricing

ORGANIC EXTRA VIRGIN OLIVE OIL, 750 ml				
ITEM	12-36	37-144	145-299	300+
LABEL ART	34.00	31.00	27.00	24.00
ETCH ONLY	42.00	38.00	35.00	32.00
1 COLOR ETCH	47.00	43.00	40.00	37.00
2 COLOR ETCH	52.00	48.00	45.00	42.00
3 COLOR ETCH	58.00	54.00	51.00	48.00

ANTICA ABBAZIA EXTRA VIRGIN OLIVE OIL, 750 ml				
ITEM	12-36	37-144	145-299	300+
LABEL ART	32.00	28.00	25.00	22.00
ETCH ONLY	40.00	36.00	33.00	30.00
1 COLOR ETCH	45.00	41.00	38.00	35.00
2 COLOR ETCH	50.00	46.00	43.00	40.00
3 COLOR ETCH	56.00	52.00	49.00	46.00

GOLDEN EXTRA VIRGIN OLIVE OIL, 500 ml				
ITEM	12-36	37-144	145-299	300+
LABEL ART	27.00	23.00	21.00	19.00
ETCH ONLY	37.00	33.00	29.00	26.00
1 COLOR ETCH	42.00	38.00	34.00	31.00
2 COLOR ETCH	47.00	43.00	39.00	36.00
3 COLOR ETCH	53.00	49.00	45.00	42.00

BALSAMIC VINEGAR, 500 ml				
ITEM	12-36	37-144	145-299	300+
LABEL ART	24.00	21.00	18.00	15.00
ETCH ONLY	32.00	28.00	25.00	22.00
1 COLOR ETCH	37.00	33.00	30.00	27.00
2 COLOR ETCH	42.00	38.00	35.00	32.00
3 COLOR ETCH	48.00	46.00	41.00	38.00

All bottle prices are on a (c).  
**Setup Charges:** Etch \$125.00 (g), Label Art \$60.00 (g)  
**Olive Oil Pourer:** \$2.00 (c)  
**We can ship anywhere. Gift Packaging available.**

### Etch Area for Bottles:

Organic Olive Oil	1.75"x7.5"	Golden	2"x3.25"
Antica Abbazia	1.75"x6"	Balsamic Vinegar	3"x5.5"

# AND YOU THOUGHT WE JUST DECORATED WINE!