



DeMedici Imports A L'Olivier wins 2009 sofi™ Gold Award for Outstanding Product Line
from the National Association for the Specialty Food Trade

Elizabeth, NJ (July 8, 2009) – DeMedici Imports A L'Olivier product line has been named Outstanding Product Line of 2009 in the 37th annual sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty food and beverages and are a coveted industry honor. “sofi” stands for Specialty Outstanding Food Innovation.

The line was one of 128 Silver Finalists selected from 1,997 contenders across 33 categories by a national panel of specialty food experts. The winners were announced at a red-carpet ceremony at the 55th Summer Fancy Food Show in New York City. Noted chef Ming Tsai presented Jerome Blanvillan, Managing Director, of the French Company--A L'Olivier with the sofi Gold Award, a chef statue.

“The award validates our company's efforts to stay ahead of the curve to develop and market quality products across a wide range that stand out in a crowd,” said Blanvillan, Managing Director of A L'Olivier. “Although we have won many awards throughout Europe, this is by far the most prestigious awards from one of our premier markets. It’s a seal of approval for DeMedici as well as A L'Olivier. It has been much appreciated by all the staff here (France).”

The story of A L'Olivier began in 1822 in the heart of Paris when a Chemist set up a small shop devoted to olive oil. More than 20 years ago the headquarters of the company moved to Nice to be near olive trees and continue to provide high quality products. With 10 stores scattered throughout France in the image of their predecessor, A L'Olivier stores bring a great diversity of different oils, from the most familiar to the rarest. DeMedici Imports, exclusive importer of A L'Olivier products, was founded in 1979 as the importer of Badia a Coltibuono, the first Tuscan extra virgin olive oil to be marketed in America. De Medici Imports provides the specialty food trade with an unparalleled selection of premium products from Italy, France, Spain, Argentina and America.

The sofi Awards are open to members of the NASFT, a not-for-profit trade association established in 1952 with more than 2,900 members throughout the U.S. and abroad. For more information on the NASFT, go to www.specialtyfood.com.

“This year’s innovative group of sofi Gold winners is clear evidence that the specialty food industry remains a great place for entrepreneurs to create distinctive products that delight consumers,” said Ann Daw, president of the NASFT.

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