

FOR IMMEDIATE RELEASE

## **New Company, The Pure Greek Olive, Brings Rustic Greek Olive Oil to the American Dinner Table**

June 12, 2013, Canton, MA – [The Pure Greek Olive](#) today announced the inauguration of its high quality, unadulterated gourmet olive oil to the U.S. market. Based in the Boston metro area, the company seeks to introduce a higher standard of olive oil to the American palate. In lieu of growing public awareness in healthy gastronomy, the Pure Greek Olive lives up to its namesake in providing the discerning consumer with artisan extra-virgin olive oil from the groves of Lakonia, Greece, to your dinner table.

In importing a superior grade of olive oil, the Pure Greek Olive seeks to raise the bar in providing a product that is truly unlike any other available in stores. One key point of distinction between the Pure Greek Olive and other brands lies in the [acidity](#) of the olive oil. According to current FDA standards, an olive oil cannot be considered extra virgin unless its acidity is below 0.8%. The Pure Greek Olive guarantees an acidity level of 0.3% on the date of production, thus significantly exceeding present standards.

The qualities of the Pure Greek Olive's [product](#) make it a cut above competitors. Pure Greek Olive extra virgin olive oil is completely unadulterated. This means that it is not mixed with inferior, refined grades of olive oil while containing no additives, fragrances, aroma extracts, or chlorophyll coloring – traits that can be found in nearly all other extra virgin oils on the market. All of our olives are handpicked, ensuring that spoiled, overripe, or damaged olives affect neither the quality nor the acidity of the final product.

As more studies validate the [health benefits](#) of consuming olive oil, the Pure Greek Olive goes even further by providing its consumer with a product that is allergen-free and nut-free. Whereas [many other olive oil brands](#) fail USDA extra virgin olive oil tests and/or resort to dilute their product with soybean and hazelnut oils to cut costs and increase profit margins, the Pure Greek Olive cuts no corners in employing the exclusive use of olive oil in its product.

**About The Pure Greek Olive, Inc.** ([www.thepuregreekolive.com](http://www.thepuregreekolive.com))

[The Pure Greek Olive](#) is dedicated to providing you with "The Ultimate Virgin of Oils" that is neither mixed nor adulterated with any other oils employing *artisan* methods of harvesting by hand to ensure the finest quality and from Greek soil, a land known for its olive oil cultivation since antiquity at non-gourmet prices and [free shipping](#) right to your door. Follow us on [www.facebook.com/ThePureGreekOlive](https://www.facebook.com/ThePureGreekOlive).

The Pure Greek Olive has offices and a distribution facility based in Canton, Massachusetts U.S.A.

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