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CULINARY COLLECTIVE STRIKES GOLD AT 2011 NASFT SOFI™ AWARDS
Castillo de Canena Family Reserve Arbequina Extra Virgin Olive Oil named "Outstanding Oil of 2011" in
prestigious competition

WASHINGTON DC, July 19, 2011 --- Seattle-based importer/distributor **Culinary Collective** (www.culinarycollective.com) is proud to announce that **Castillo de Canena Family Reserve Arbequina Extra Virgin Olive Oil** from Spain was named Outstanding Oil of 2011 in the 39th sofi™ (specialty outstanding food innovation) Awards competition from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages and are a coveted industry honor. Culinary Collective imports and distributes Castillo de Canena as part of its portfolio of traditional foods from Spain.



Left to Right: Ana Vargas from Castillo de Canena, celebrity chef Cat Cora, and co-founder of Culinary Collective Pere Selles. Photo Credit: NASFT

Castillo de Canena Family Reserve Arbequina Extra Virgin Olive Oil was one of 125 Silver Finalists selected by a national panel of specialty food experts from a record 2,236 contenders across 33 Awards categories. Gold Winners were announced at the 57th Summer Fancy Food Show in Washington, D.C., at a red-carpet ceremony. Castillo de Canena's Ana Vargas accompanied Culinary Collective co-founder Pere Selles to the stage to accept the gold sofi statuette from host and celebrity chef Cat Cora.

About Castillo de Canena Family Reserve Arbequina Extra Virgin Olive Oil

Producers of one of the "three best extra virgin olive oils in the world" at the 2010 Los Angeles International Extra Virgin Olive Oil competition, the Castillo de Canena estate has been producing exceptional oils in the Guadalquivir Valley of Andalusia in the south of Spain since 1780. The Family Reserve oils are produced from olives that have been harvested early, a process that requires twice the amount of olives and renders an oil of exceptional quality, taste, and aroma. The arbequina oil has a sweet almond and green apple flavor. Consumers may find Castillo de Canena at select specialty foods stores nationwide and online at tienda.com and spanishtable.com. Manufacturer's suggested retail price for the 16.8 fluid-ounce bottles is \$25.00. Retailers wishing to add the prize-winning olive oil to their line may contact Culinary Collective.



About Culinary Collective

Based in Seattle, Washington, **Culinary Collective** is an import and distribution company specializing in gourmet cultural foods that embody and promote native cultures and traditions. The company works with small family and community companies that take pride in producing all-natural foods using methods and recipes passed down through the generations. Under its **Matiz España** label, Culinary Collective imports and distributes an extensive line of traditional Spanish products, such as olive oil, vinegar, vegetables, rice, nuts, olives, crackers, spices, chocolate and tinned seafood. Under its **Zócalo Gourmet** brand, the Collective supports small-scale producers of all-natural cultural foods in Latin America by bringing quality products such as grains, flours, beans and chili pastes direct from the producers to US and Canadian retailers and consumers. Culinary Collective is proud to be a **Certified B Corporation**. # # #