

## **POMPEIAN WINS HEARTS OF AMERICANS**

**Company lives up to its motto: “Life is good. Pompeian makes it better.”**

Pompeian, Inc. has been winning the hearts of Americans since its founding in Lucca, Italy, in the late 1800's. At that time, the company exported its delicious Pompeian Olive Oil from the nearby port of Genoa. The United States eagerly received Pompeian's quality products, and the nation soon ranked among the company's most important markets abroad. The Pompeian brand appealed both to the growing community of European immigrants who grew up knowing all about olive oil, and to the general populace who were discovering olive oil's wonderful flavor and versatility for the first time.

By 1906, it was obvious that Americans had fallen in love with Pompeian. In that year, a young entrepreneur, Nathan Musher, purchased the company. Under Musher's guidance, Pompeian, Inc. built several warehouses in the Mediterranean. And in the United States, Pompeian, Inc. established one of the largest and finest olive oil warehouses in the world off another busy international port – the port of Baltimore, Maryland.

Political turmoil in Europe prompted the Musher family, who today are well-known philanthropists, to move Pompeian's headquarters to Baltimore, where it remains today. In 1930, the Mushers sold Pompeian to the Hoffberger family, who owned several packaged-goods companies. During this time, the Hoffbergers also owned another Baltimore icon – the Baltimore Orioles. Under the Hoffbergers, Pompeian became the first brand of olive oil introduced nationally in the United States.

In 1975, the Moreno family of Spain, Pompeian's current owners, acquired the company. A leading food producer in Spain, the Morenos clearly anticipated how attractive the Mediterranean Diet would become to Americans, both in culinary and healthful-eating terms. They realized that Pompeian was the ideal brand not only for imported olive oil, but also for their other fine Mediterranean food products. Today, the Morenos continue in their mission at Pompeian, Inc. to bring the taste of the Mediterranean to the American table.

In 2006, Pompeian celebrates its centennial year in America. Today, from its headquarters in Baltimore, Pompeian offers consumers the best of the Old and New Worlds in its popular olive oil, vinegar and cooking wine ranges. Pompeian's sales are clear evidence that the company is living up to its commitment to quality and consistency that began with its traditional olive oil. The company now boasts the fastest growing major olive oil brand, the top selling red wine vinegar, and the fastest growing cooking wine brand in America (Information Resource Inc., 2005).

The future looks bright for Pompeian, Inc. Bill Monroe, known in the food industry as “The King of All Olive Oil,” has joined Pompeian as CEO. Monroe brings his years of experience as former president of Bertolli Olive Oil to bear in leading Pompeian into its next

century of excellence. According to Monroe, there is much to look forward to: Pompeian recently introduced rice vinegars, which have been very well received. The company is importing new foods, such as prepared olives and artichoke hearts, from the Mediterranean. And, perhaps most exciting, Pompeian Olive Oil (in its patented tapered bottles) now bears a new label, attesting to the heart-healthy benefits of olive oil.

“Pompeian has been winning the hearts of Americans since its founding in Italy,” says Monroe. “That is never more true than today, when Pompeian Olive Oil can make the FDA-approved health claim right on its label: consumption of monounsaturated fat from olive oil can help reduce the risk of coronary heart disease. Pompeian’s strict processing, storage and bottling standards ensure that the brand lives up to its heritage of quality, and its motto, ‘Life is good. Pompeian makes it better.’”

Pompeian brand products are available at many large supermarkets, small grocery stores, drug chains, discount retailers and military commissaries. For more information about Pompeian, Inc. and its products, visit the company’s website at [www.pompeian.com](http://www.pompeian.com).

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