

A L'OLIVIER BASQUE PEPPER FRUIT VINEGAR WINS FOOD AND BEVERAGE (FABI) AWARD FOR BREAKING NEW GROUND

Elizabeth, New Jersey— Each year, The National Restaurant Association Show names the winners of the Food and Beverage (FABI Awards), recognizing food and beverage products that innovate in taste, creativity, packaging and profit potential. On March 7, the 2019 FABI award winners were announced. These important products will shape the future of taste throughout the industry for years to come. **De Medici's A L'Olivier Basque Pepper Fruit Vinegar was honored with this distinction.** Since 2014, DeMedici and their parent company Atalanta have received ten FABI's, with De Medici recognized for several FABI's for their innovative products.

This year, De Medici Imports celebrated its 40th anniversary as an importer and distributor of specialty foods. Founded in 1979, this fine vinegar represents De Medici's mission to source premium products crafted by artisans who produce the best quality the world has to offer.

"We're proud to be recognized with this FABI," says De Medici Imports Executive Vice President Steve Kaufman. "It is one of the greatest validations for this truly innovative product from our long-time partner A L'Olivier."

Since 1822, A L'Olivier has been a purveyor of extra-virgin olive oils and vinegars to refined Parisian palates. With beautifully presented products and a world-renowned reputation for quality, their product line has expanded over time to include infused olives oils and fresh fruit vinegars, like this Basque Pepper Fruit Vinegar. Crafted with **bell peppers** and the famous **Piment d'Espelette pepper of the Basque region**, it's a mix of 40% fruit pulp and premium white wine vinegar. The fresh fruit pulp's vibrant flavor delivers until the bottle's last drop, whether it's used to glaze a rack of lamb, add a pop of flavor to roasted chicken or brighten up grilled calamari. The fruit vinegar also makes a great salad dressing when paired with extra-virgin olive oil and sea salt, and a fun addition to a Bloody Mary.

Thomas Gellert, President of Atalanta, states, "one of our company's core values is to 'live by innovation' and we are very excited and proud to be once again recognized by the National Restaurant Association for A L'Olivier's Basque Pepper Fruit Vinegar. This is our tenth FABI award and our team continues to strive to find the most innovative specialty partners and products."

A L'Olivier Basque Pepper Fruit Vinegar will be highlighted at the 2019 National Restaurant Association Restaurant, Hotel-Motel Show, which will take place May 18-21 in Chicago at McCormick Place. Show attendees will be able to sample A L'Olivier Basque Pepper Fruit Vinegar at FABI Award Tasting events and at the **Atalanta Booth #2409**. We look forward to seeing you there.

About De Medici Imports:

Founded in 1979, De Medici sources specialty foods crafted by artisans who produce the finest quality the world has to offer. De Medici was the first to introduce Tuscan extra-virgin olive oil to the United States retail market. In the more than 35 years since, the company has been a leader in taste education for the specialty food community. In 2007, De Medici joined the Gellert Global Group to find a wider audience for their specialty products. In 2015, De Medici officially became a part of Atalanta. Through growth and change, De Medici has remained committed to its core mission -to honor a rich legacy of traditional high quality artisan food. production passed down for generations.



FABI 2019 AWARD WINNER
A L'Olivier Basque Pepper Fruit Vinegar
250 ML and 200 ML bottles
Available at gourmet retailers and fine
grocery stores nationwide or online at
demedici.com