



Nick Matteis, Lisa Pollack, Ruth Mercurio

## California Is A Brand: A Built in Advantage

Nick Matteis, CA Grown  
Lisa Pollack, COOC  
Ruth Mercurio, We Olive, LLC



Celebrating 25 Years of Excellence



## CALIFORNIA

### What do you think of ?

- Sunshine
- Beaches
- Outdoor Activities
- Silicon Valley
- Hippies
- Wine
- HAPPY
- CLEAN + FRESH
- HEALTHY
- INNOVATION
- SUSTAINABILITY
- ENVIRONMENTAL STEWARDSHIP
- OLIVE OIL



Celebrating 25 Years of Excellence

IMAGERY

QUALITY

FRESHNESS

Look for Our Seal of Quality



100% Certified  
California Extra Virgin Olive Oil  
Better. Fresher.



California Olive Oil Council  
COOC.com



Celebrating 25 Years of Excellence

Example

## Humboldt Fog



Celebrating 25 Years of Excellence

## California Cuisine

Fresh

Healthy

Progressive




Celebrating 25 Years of Excellence

## 3 Different Approaches

*No olive*  
The Olive Oil Experience  
& Wine Bar

California

Outside of California  
Active/Established Food Scene

Out of California  
Emerging Food Scene




Celebrating 25 Years of Excellence

## In CALIFORNIA



LOCAL

CA GROWN &  
PRODUCED

ARTISAN




Celebrating 25 Years of Excellence

## Outside of CALIFORNIA

*Established Food Scene*

### Education is Key

- California as the standard bearer for olive oil in the United States
- Why California over Europe?
- Why California over something local?




Celebrating 25 Years of Excellence

## Outside of CALIFORNIA

*Emerging Food Scene*

### Education - Again

- Less exposure to artisan food products and high quality olive oil
- Why California olive oil is superior to grocery store olive oil



Celebrating 25 Years of Excellence

## Education Establishes Connections



= Quality



Celebrating 25 Years of Excellence

