



## FOR IMMEDIATE RELEASE

**Attention: News, Business, Marketing, Lifestyle, Food & Beverage, and Health**

### **Cook like a Top Chef!**

#### ***Louianna Extra Virgin Olive Oil and its Family of Pantry Staples Help Foodies Perfect their Culinary Art***

TORONTO, ON, JUNE 27, 2013 -- Summer is here and home cooks across Canada are looking for inspired ways to freshen up their kitchens' repertoire; so [Louianna Inc.](#), producers of the superior Louianna Certified Organic Extra Virgin Olive Oil and Certified Organic Balsamic Vinegar, are sprinkling their seeds of culinary wisdom across the country.

#### **Cook Like a Top Chef**

A good quality extra virgin olive oil or balsamic vinegar contain many health benefits, can enrich the flavour of food, and have the necessary cooking versatility to make a sumptuous meal. Finesse your summer menu with Louianna Certified Organic Extra Virgin Olive Oil and Certified Organic Balsamic Vinegar - two pantry staples that were utilized in many of the recipes created by the competing chefs on season three of Food Network Canada's *Top Chef Canada*. Recipes featured on the show can be found on the [Food Network Canada](#) website.

"Be it a simple dinner for two or large family gathering, using high quality, fine ingredients such as Louianna Extra Virgin Olive Oil and Balsamic Vinegar, will elevate the flavour and experience every time," commented Mark McEwan, Celebrity Chef, Restaurateur (*One Restaurant, North 44, Bymark, Fabbrica*) and Head Judge on *Top Chef Canada*. "What I love about experimenting in the kitchen is that you can take something as simple as everyday comfort foods and demonstrate inventiveness and vitality with a simple drizzle of a fine oil, balsamic, or even a sprinkle of fresh herbs." McEwan has chosen to sell the Louianna Certified PDO Organic Extra Virgin Olive Oil and PDO Organic Balsamic Vinegar at his McEwan gourmet marketplace at The Shops at Don Mills in Toronto, ON.

#### **Look for Quality and Authenticity to Accent a Meal**

In the June 10<sup>th</sup> season three finale of *Top Chef Canada* on Food Network Canada, avid fans from across the country cheered on Vancouver's Matthew Stowe as he was awarded the distinguished title of Canada's *Top Chef*.

"Winning Top Chef Canada is a huge honour. To cook against 16 other chefs from across the country and to come out on top is an accomplishment that I will never forget. I loved being a part of the competition because it challenged me creatively, made me think on my feet and allowed me to showcase my skills on a national stage," said Chef Matthew Stowe, product development chef, Cactus Restaurants Ltd. and winner *Top Chef Canada* season three. "For each challenge, we were fortunate to cook with quality ingredients such as Louianna Organic Extra Virgin Olive Oil and Organic Balsamic. I love the flavour of the Louianna products – and as a chef delighted they are authentic. Certainly must-have pantry items for any chef or home cook."

As quality remains a primary concern, Louianna Inc. has made it a top priority to ensure all of its oil, balsamic, oregano and any future products are home grown, hand-picked and maintain its authentic nature. The company grows their own trees, hand picks the fruit, and manages production in the local frantoio (one of the finest Organic Certified mills globally), situated approximately 8 km from their estate.

## **Perfect Your Pantry**

Now available on store shelves across the country, Louianna Inc. has launched its Wild Oregano and Oil of Oregano, both made from organic wild plants - a welcome addition to the pantry of any discerning chef.

“We are extremely pleased to add Certified Organic Wild Oregano and immune-enhancing Oil of Oregano to our Louianna brand lineup,” said Dominic Spedaliere, president and CEO, Louianna Inc. “True to the heritage of our brand, all of our products are healthy, organic, and flavour-enhancing. We don’t use hybrid plants and our products are all free of any genetically modified ingredients. We want to (and will continue to) build our company and offer products that are pure, good-for-you and most importantly authentic.”

Chef Matthew Stowe’s must-have pantry items:

- Good quality extra virgin olive oil
- Kosher salt
- Sherry vinegar
- Good quality balsamic vinegar
- Dijon mustard
- Artisan honey

## **About Louianna Inc.**

In 2002, brothers Dominic and Louie Spedaliere created Louianna Inc., named after their grandparents - Louie and Anna. Upholding the tradition and confidence of the Louianna name, all products are organic, pure and with no additives to guarantee a fresh product. The brand is certified both PDO (protected designation of origin) and PGI (protected geographical indication), indicating all products are indigenous to the specific region in Italy, organic and that there are absolutely no shortcuts taken in the production process.

Louianna Organic Extra Virgin Olive Oil, Organic Balsamic Vinegar, Wild Oregano and Oil of Oregano are sold in over 150 fine food stores and grocery chains across Canada, including: Longo’s, Pusateri’s, McEwan, Fortino’s, Highland Farms, Ambrosia Natural Foods, Galati Market Fresh, Bruno’s Fine Foods, Nature’s Emporium, Organic Garage, Garden Foods & terra20. For more information, visit: [www.louianna.com](http://www.louianna.com).

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For more information or to speak with Dominic Spedaliere, President:

### **Pamela Singh**

Korrelation Communications

Tel: 647-393-7267

Email: [pamela.singh@korrelation.ca](mailto:pamela.singh@korrelation.ca)

For Sales and Distribution:

### **Louianna Inc.**

Tel: 416-671-6546

Email: [sales@louianna.com](mailto:sales@louianna.com)