

# DHC Fine Foods adds limited-edition NÚÑEZ de Prado Extra Virgin Olive Oil Early Harvest to its lineup

Bold, distinctive flavor is sure to please olive oil enthusiasts

SAN FRANCISCO, Calif., June 1, 2009—

DHC USA Inc., a distinguished provider of high-quality skincare products, makeup, fine foods and supplements, proudly introduces organic NÚÑEZ de Prado Extra Virgin Olive Oil Early Harvest as the latest addition to its popular Fine Foods offerings. Harvested in small batches while the olives are still green—on the verge of turning violet—this special blend is produced by the award-winning NÚÑEZ de Prado family of Baena, Spain. The result of this younger fruit harvest culminates in a powerful piquancy, highlighted with fruity and floral aromas, including green olives, grass, oranges, lemons and apples, alongside a slightly peppery finish.

“We’re very excited to bring this very special, limited-edition oil to our customers,” says Gary Gauntt, President of DHC USA, headquartered in San Francisco, California. “Its grassier notes and pungent, delicious flavor make it decidedly different than our traditional EVOO, which olive oil fans will surely appreciate just in time for summer.”

## Flower of the Oil

Similar to DHC’s world renowned NÚÑEZ de Prado Extra Virgin Olive Oil, new Early Harvest is made from premier *Flor de Aceite* (Flower of the Oil). Most high-end commercial oils are made from the first cold press. *Flor de Aceite*, however, is free run oil gathered before the first press. Because it is stone milled rather than pressed and drips naturally from the crushed fruit, it takes more than twice as many olives to produce *Flor de Aceite* (24 pounds to obtain a liter) as it takes to produce the first cold press (11 pounds to obtain a liter). And production of NÚÑEZ de Prado Extra Virgin Olive Oil Early Harvest requires even more olives than our classic full season variety.

## Directions

NÚÑEZ de Prado Extra Virgin Olive Oil Early Harvest is a perfect complement to breads and salads or can be used in cooking to enhance the flavors of your favorite recipes.



## Availability

NÚÑEZ de Prado Extra Virgin Olive Oil Early Harvest is available for a limited time only by catalog or via [www.DHCcare.com](http://www.DHCcare.com) at \$28.00 per 16.9 fl. oz. bottle, while supplies last. Also available is a 1 fl. oz. mini sampler size, for \$1.00 (limit three per customer). Whether ordering online or by phone, fax or mail, customers can have their products delivered straight to their home or office. And with every order, DHC customers may make four free selections from a wide variety of skincare samples, including our most popular product worldwide, Deep Cleansing Oil.

## About DHC

DHC Corporation is one of the world’s leading manufacturers and marketers of more than 1,500 quality products, including skincare items, makeup, fine foods, supplements and more. DHC was founded in Japan more than 25 years ago and has offices in Korea, Taiwan, Hong Kong, Canada, Great Britain and the United States. It is one of the top five Japanese skincare companies and serves millions of customers globally, with annual worldwide sales approaching \$1 billion. In 2007, DHC USA celebrated ten years of mail-order distribution in the United States. DHC products are never tested on animals.