



FOR IMMEDIATE RELEASE

contact:
Benina Montes
benina@burroughsfamilyfarms.com
209-874-9400

**CALIFORNIA COLD-PRESSED ORGANIC EXTRA-VIRGIN OLIVE OILS
WITH A NEW CULINARY TWIST**

**Organic flavor essences bring garlic, lemon, orange, and basil to
the new certified organic EVOOs of Burroughs Family Farms.**

DENAIR, CA – August 11, 2014 – Burroughs Family Farms today introduced four new organically flavored extra-virgin olive oils (EVOOs) to complement their original first cold-pressed certified organic olive oil. The four new flavored varieties - featuring organic essences of garlic, lemon, orange, and basil - offer convenience and culinary inspiration to people seeking to enhance the flavor of their cooking without sacrificing quality or running to the store for another ingredient. They are available in 250ml bottles and can be purchased at select local retailers and online via www.burroughsfamilyfarms.com.

Olive oil consumption in the U.S. continues to grow, as people become more aware of its flavors, uses and health benefits. Long a staple of the Mediterranean diet, extra-virgin olive oil contains more blood-pressure-lowering monounsaturated fat (75%) than other cooking oils. It also contains stronger concentrations of phytonutrients (especially polyphenols) that have well-known anti-inflammatory properties and it contains the antioxidants vitamin E and beta-carotene that support blood vessel health.

In culinary use, extra-virgin olive oil is best used in low to medium temperature applications such as dipping, salad dressings and light sautees where its delicate flavor profile can be appreciated without being heat damaged. Since dressings and sautees often call for other aromatic flavors, including garlic, citrus, and herbs, the creation of organically flavored oils seemed like a winning idea to Benina Montes, daughter of the eldest living farmers in the family, Ward and Rosie Burroughs.



“We’re excited to produce certified cold pressed extra-virgin olive oil in California, since 99% of the olive oil consumed by Americans is imported,” said Montes. “Just as California wines grew in stature and availability, we think locally produced olive oil will do the same thing, especially with people who want to buy foods directly from the farmers who grow them.”

#

Now in their fifth generation of farming, the Burroughs family produces and sells first cold-pressed extra-virgin olive oil (EVOO) under the Burroughs Family Farms brand, along with a variety of other certified organic foods from their integrated farms in the San Joaquin Valley of central California. The Burroughs employ a wide variety of sustainable farming practices, not the least of which is organic production which prohibits the use of GMOs, antibiotics, and petrochemical pesticides. Together, their three California farms, managed by the children of Rosie and Ward Burroughs, produce organic milk, eggs, and meats from pastured organic livestock, plus almonds, olive oil, and cheese that’s made from the milk of their organic dairy herd. Burroughs Family Farms almonds, cheese, and olive oil can be purchased online at www.burroughsfamilyfarms.com for direct shipment from the farm. The farms’ meats, eggs, and raw almonds can be ordered for pick-up on the farm and at the Merced and Fresno farmer’s markets, where their almonds, olive oil, and cheese are also sold. Their eggs are also sold at area grocery stores. Learn more at www.burroughsfamilyfarms.com.