



COMPANY FACT SHEET

Company Overview:

With a rich history of blending tradition and innovation, California Olive Ranch Inc. is highly regarded for its award-winning, high quality and approachable products. In partnership with more than 50 family farmers throughout the state of California and countless others across the globe, the company is committed to transparency and sustainable practices in both growing and packaging. The company's family of brands include California Olive Ranch® and Lucini®. For more information, visit www.californiaoliveranch.com.

California Olive Ranch: California Olive Ranch is the largest grower of olives for extra virgin olive oil in the state of California. Since 1998, the brand has pioneered new ways of cultivating, harvesting and milling olives with one of the largest state-of-the-art production facilities in the country. The brand has been able to ensure that highest quality standards, sustainable farming practices and premium production methods are consistently followed year after year with the support of their grower partners in California and beyond. With almost 50 products in the portfolio, California Olive Ranch has quickly become a kitchen staple in millions of households and restaurants across the country.

Lucini Italia: Founded on the philosophy that great tasting food comes from only the highest quality ingredients, the Lucini Italia brand joined the California Olive Ranch family of brands in 2015. Lucini Italia products offer both exceptional taste and culinary performance, achieved through partnerships with the best Italian olive oil producers, tomato farmers and balsamic makers who craft Lucini products with care. Integrating modern techniques while honoring ways of the past, all products are prepared in small batches, using 100% natural ingredients. The result; award winning extra virgin olive oils, vinegars and organic handcrafted tomato and pesto sauces that meet the demands of both home and professional chefs.

CALIFORNIA OLIVE RANCH®



Founded: 1998

CEO: Michael Fox

Products: *California Olive Ranch*

100% California	100% California Extra Virgin Olive Oil 100% California Bag-In-Box 100% California Extra Virgin Olive Oil Spray Reserve Collection: Arbequina Reserve Collection: Arbosana Reserve Collection: Miller's Blend Olio Nuovo (annual limited release)
Global Series	Global Blend Medium Global Blend Robust Global Blend Mild
Culinary Collection	Roasted Garlic Avocado Oil Blend Walnut Blend Avocado Blend Almond Blend

Lucini Italia

Extra Virgin Olive Oils	Premium Select Extra Virgin Olive Oil Everyday Extra Virgin Olive Oil Lucini Franci Extra Virgin Olive Oil (limited release) Organic Premium Select Extra Virgin Olive Oil Organic Everyday Extra Virgin Olive Oil Robust Garlic Extra Virgin Olive Oil Delicate Lemon Extra Virgin Olive Oil Garden Basil Extra Virgin Olive Oil
Organic Sauces	Organic Tuscan Tomato Organic Rustic Tomato Basil Organic Savory Golden Tomato Organic Roasted Garlic Organic Spicy Tuscan Tomato
Organic Pestos	Organic Tuscan Basil Pesto Spicy Sundried Tomato Pesto

CALIFORNIA OLIVE RANCH®



Artisan Vinegars	Aged Balsamic Vinegar of Modena Everyday Balsamic Vinegar Sweet Cherry Balsamic Artisan Vinegar Savory Fig Balsamic Artisan Vinegar
------------------	--

Availability: Nationwide at 30,000 select specialty and convenience stores - listed [here](#)

Contact: *Headquarters for California Olive Ranch Inc.:*
265 Airpark Blvd, Suite 200
Chico, CA 95973

www.californiaoliveranch.com

Social Media: IG: [@californiaoliveranch](#)
FB: [@californiaoliveranch](#)
IG: [@luciniitalia](#)
FB: [@luciniitalia](#)

Media Contact: J/PR
cor@jpublicrelations.com
[\(619\) 255-7069](tel:(619)255-7069)



California Olive Ranch

Founded in 1998, California Olive Ranch is the largest grower of olives for extra virgin olive oil in the state of California. With a history of blending tradition with innovation in the cultivating, harvesting and milling of olives, the company is highly regarded for its award-winning, high quality and approachable olive oil. Selling a variety of oils, sauces and vinegars under the California Olive Ranch® and Lucini® brands, the company is committed to transparency and sustainable practices in both growing, and packaging. California Olive Ranch also partners with numerous family farmers throughout the state of California as well as around the world to produce its products. These partners share the same high standards, sustainable farming practices and premium production methods. For more information, please visit www.californiaoliveranch.com.

**CALIFORNIA
OLIVE RANCH®**



MICHAEL FOX
Chief Executive Officer
California Olive Ranch

Michael Fox is the Chief Executive Officer of California Olive Ranch, the third largest branded manufacturer of olive oil in the United States retail market and largest domestic grower of olives for extra virgin olive oil in California. The company's two brands: California Olive Ranch® and Lucini® are beloved by consumers and renowned for their quality having won over 230 awards in the last ten years.

An accomplished executive with over 20 years of experience in consumer packaged goods, Fox joined COR from J.R. Watkins, Inc. (JRW), a new natural personal care product company with distribution across the United States, Canada, Mexico, Korea and Japan. At JRW he led the creation of the business as CEO following the portfolio asset purchase by Swander Pace Capital from Watkins, Inc. Prior to JRW, Fox worked at Columbus Craft Meats where he led strategy, brand marketing, R&D and new product innovation. He was a critical member of the team in the successful sale of the business by Arbor Investments to Hormel Foods in 2017 for \$850 million.

Fox also worked at The Albertsons Companies, where he led strategy, marketing and new product development for the company's \$7 billion store brand portfolio and was instrumental in the acceleration of its on-trend health-and-wellness brands: *O Organics*®, *Open Nature*® and *Eating Right*®. Fox also spent close to a decade with PepsiCo's Frito-Lay North America division, where he led several businesses including the \$3 billion *Doritos*® & *Cheetos*® brands as well as the fastest growing brand in the company's portfolio: *Stacy's*®.

Prior to PepsiCo, Michael spent several years in digital marketing for various Internet start-ups both on the client and agency sides. Michael earned a Bachelor of Arts from The George Washington University and an MBA from The University of Texas at Austin.

CALIFORNIA OLIVE RANCH®



PRODUCT FACT SHEET

Product	Pricing / Assets	Overview
100% California Extra Virgin Olive Oil	<ul style="list-style-type: none"> • \$12.49 (500 ML) • \$18.49 (750 ML) • \$23.99 (1L) • Images 	This flagship oil is pressed from olives grown exclusively in California and has floral notes that accompany notes of fresh herbs, fruit and green grass. Use it for virtually any application - marinades, sautéing, grilling, and even baking.
100% California Bag-In-Box	<ul style="list-style-type: none"> • \$36.99 (2L) • Images 	This cooking staple (contains two liters) is dancing with floral-forward notes as well as fresh herbs, fruit and green grass, and is great for marinades, dressings, sautéing, grilling, and even baking.
100% California Extra Virgin Olive Oil Spray	<ul style="list-style-type: none"> • \$6.49 (5 oz) • Images 	A kitchen staple, this extra virgin olive oil is well-rounded and versatile, with floral notes that accompany notes of fresh herbs, fruit and green grass. Spritz it on salads, grill meats and veggies, and use to grease air fryers and waffle irons.
Reserve Collection: Miller's Blend	<ul style="list-style-type: none"> • \$15.99 (500 ml) • Images 	Specially crafted by the head miller, this finishing-oil is a perfectly balanced blend of Arbequina, Arbosana and Koroneiki olives from California farmers. The beginning is fruity followed by notes of fresh herbs and lingering pepper.
Reserve Collection: Arebquina	<ul style="list-style-type: none"> • \$15.99 (500 ml) • Images 	This single varietal oil showcases the flavor profile of Arbequina olives, boasting a subtle fruitiness and herbal notes, which makes a perfect pair with fresh produce.

CALIFORNIA OLIVE RANCH®



Reserve Collection: Arbosana	<ul style="list-style-type: none"> • \$15.99 (500 ml) • Images 	This single varietal oil showcases the flavor profile of Arbosana olives with a subtle nuttiness and floral notes that shines in baked goods.
Olio Nuovo (annual limited release)	<ul style="list-style-type: none"> • \$18.99 (500 ml) 	Olio Nuovo features the first pressings of the harvest season. This special oil is left unfiltered to maximize flavor, expect harmonious green and floral notes with a mild peppery finish. Made from Sikitita and Koroneiki olives. Olio Nuovo is released annually every November or December (based on harvest).
Global Series	<ul style="list-style-type: none"> • \$8.99 (500 ml) • \$12.49 (750 ml) • \$15.99 (1L) • Images 	<p>Global Blend Medium: This artfully balanced and blended flavor is a go-to for everyday cooking. All Global Blends partner with growers in Argentina, Chile and Portugal.</p> <p>Global Blend Robust: The full-bodied flavor of this oil makes it ideal for savory dishes.</p> <p>Global Blend Mild: The subtle flavor of this mild oil lends itself to baking, from sourdough bread to chocolate chip cookies.</p>
Roasted Garlic (Culinary Collection)	<ul style="list-style-type: none"> • \$8.99 (750 ml) • Images 	This oil combines bold garlic and extra virgin olive oil to enhance any savory dish, from fresh pasta sauce to salad dressings and meat marinades.
Avocado Blend (Culinary Collection)	<ul style="list-style-type: none"> • \$10.49 (500 ml) • \$14.99 (750 ml) • Images 	The mild flavor of this oil makes it a versatile cooking oil, great for higher heat cooking thanks to the avocado oil paired with extra virgin olive oil from California farmers and partner growers around the world.

CALIFORNIA OLIVE RANCH®



Walnut Blend (Culinary Collection)	<ul style="list-style-type: none">• \$10.49 (500 ml)• Images	Packed with omega-6 fatty acids, polyunsaturated fats and Vitamin E, this Keto Certified blend is perfectly balanced with milk notes and nutty flavors. intended for everyday cooking.
Almond Blend (Culinary Collection)	<ul style="list-style-type: none">• \$10.49 (500 ml)• Images	This heart-healthy blend of almond oil and extra virgin olive oil boasts a balanced flavor with a hint of toasted almond with nutritional benefits that can't be found in other baking oils.

LUCINI

ITALIA

PRODUCT FACT SHEET

Product	Pricing / Assets	Overview
Extra Virgin Olive Oil	<ul style="list-style-type: none"> ● Premium Select <ul style="list-style-type: none"> ○ \$19.49 (500 ml) ○ \$27.99 (750 ml) ● Franci Limited Edition <ul style="list-style-type: none"> ○ \$24.99 (500 ml) ● Everyday <ul style="list-style-type: none"> ○ \$12.29 (500 ml) ○ \$19.99 (1 L) ● Images 	Pairing well with any dish, Lucini's Premium Select and Everyday Extra Virgin Olive Oil have hints of almond and a peppery finish. From the hillside estates of central Italy, this oil can be your everyday cooking companion.
Organic Extra Virgin Olive Oil	<ul style="list-style-type: none"> ● Organic Premium Select <ul style="list-style-type: none"> ○ \$21.69 (500 ml) ● Organic Everyday <ul style="list-style-type: none"> ○ \$16.99 (500 ml) ● Images 	Perfectly balanced with vibrant notes of herbs, tomato, and artichoke, Lucini's Organic Premium Select and Everyday Extra Virgin Olive Oil can be used for everything from finishing meats to sauteing vegetables.
Infused Extra Virgin Olive Oil	<ul style="list-style-type: none"> ● Robust Garlic, Delicate Lemon, Garden Basil <ul style="list-style-type: none"> ○ \$14.49 (250 ml) ● Images 	Robust Garlic, Delicate Lemon, and Garden Basil makes up Lucini's offerings of infused extra virgin olive oils, delivering complex, and bold taste profiles perfect for adding a touch of flavor to all culinary creations.
Organic Sauces	<ul style="list-style-type: none"> ● Organic Tuscan Tomato, Spicy Tuscan Tomato, Rustic Tomato Basil, Roasted Garlic, Savory Golden Tomato <ul style="list-style-type: none"> ○ \$8.99 (25 oz) ● Images 	Delicately cooked in small batches, Lucini's line of organic pasta sauces only use the freshest ingredients, packed with garden-fresh flavor, sourced from producers in Tuscany.
Organic Pestos	<ul style="list-style-type: none"> ● Organic Basil Pesto <ul style="list-style-type: none"> ○ \$9.99 (5.8 oz) ● Organic Spicy Sundried Tomato Pesto <ul style="list-style-type: none"> ○ \$8.99 (5.8 oz) ● Images 	Delicately crafted in small batches, Lucini's classic 100% Italian organic pestos feature bright flavors, extra virgin olive oil, and go great tossed with your favorite pasta or atop a crunchy bruschetta.

LUCINI

ITALIA

Artisan Vinegars	<ul style="list-style-type: none">• Aged Balsamic Vinegar of Modena<ul style="list-style-type: none">◦ \$15.99 (250 ml)• Sweet Cherry, Savory Fig<ul style="list-style-type: none">◦ \$15.49 (250 ml)• Everyday Balsamic Vinegar of Modena<ul style="list-style-type: none">◦ \$6.49 (500 ml)• Images	From Italy's iconic city of Modena, Lucini's balsamic vinegars are naturally aged to ensure balanced, fully rounded, complex flavors never with added sugar. Perfect for poaching seafood or adding to dressings, Lucini's line of artisan vinegars do not disappoint.
------------------	--	--