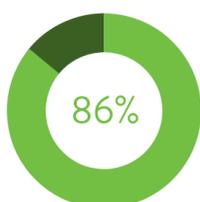
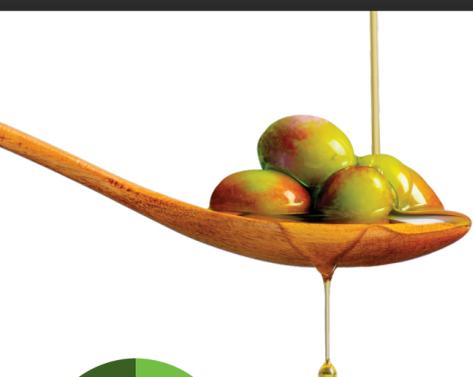


THE OLIVE OIL PEOPLE



DELIVERING AUTHENTICITY AND TRANSPARENCY IN THE OLIVE OIL AISLE – THE POMPEIAN DIFFERENCE



of US consumers say they prefer olive oil to other oils²

The majority of Americans use olive oil for its health benefits — it's a **\$1.2B** category, growing at **2%** annually — however, shopping for olive oil can be confusing and overwhelming.¹



Shoppers are overwhelmed in the olive oil aisle, claiming to spend longer in this aisle than any other³

When looking at brands, US shoppers look for cues that indicate olive oil is:⁴

52% — high quality

37% — healthy

24% — authentic

Pompeian — the Olive Oil People — has been perfecting the craft of authentic olive oil since 1906, helping people everywhere to live and eat well. Here's how they alleviate consumer confusion:



IT ALL STARTS AT THE FARM



Shoppers demand transparency — **3 in 4 shoppers** say they would switch to a brand that provides more in-depth product information.⁵



Pompeian's family of farmers and olive oil craftsmen carefully nurture the world's best olives and are committed to full traceability, helping bring more authentic, farmer-crafted olive oil to US kitchens.

PASSION AND PURPOSE IN EVERY BOTTLE



More than half of consumers say understanding where food is from and how it's produced is key.⁶



Pompeian craftsmen are involved in every step of the olive oil journey, from branch to bottle. From farmers to master blenders and tasters, the Olive Oil People have a passion, expertise and dedication for creating the best-tasting, highest-quality olive oil at the best value.



CERTIFICATIONS & HERITAGE CREATE CONFIDENCE



of Americans have changed their eating habits due to food safety concerns.⁷



Pompeian craftsmen passionately and consistently taste and monitor their extra virgin olive oil to make sure it's the highest quality possible. Pompeian is the first national brand to participate in the US Department of Agriculture's Quality Monitoring Program (QMP) and carry the USDA Quality Monitored Seal. It is the world's most credentialed olive oil.

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5. The Transparency Imperative: Product Labeling from the Consumer Perspective report from Label Insight and the Food Marketing Institute

6. IFIC 2018 Food & Health Study

7. IFIC 2018 Food & Health Study