



MEDIA RELEASE

Date : Fri 26th September, 2008**Triple medal win seals Cobram Estate's place in Australian supermarkets**

The good oil is in the supermarket aisle; Cobram Estate's *multi-award winning* Extra Virgin Olive Oil that is!

The superior taste, freshness and value of Cobram Estate's supermarket variety olive oils were recognised at the recent Perth Royal Show with two gold and one silver medal for:

- **Fresh & Fruity** - Gold Medal and Best Oil in Show
- **Rich & Robust** - Gold Medal
- **Light & Delicate** - Silver Medal

Cobram Estate's vision to plant premium tree varieties that would produce the finest oil quality to consumer markets has become a reality as the local company outclassed its competitors.

Overwhelmed with pride and satisfaction, Marketing Manager Ashley Read said the Cobram Estate team was still celebrating its recent wins.

"The award success we have received is a direct result of the time Cobram Estate invests in its products to ensure that it delivers the best and most satisfying Extra Virgin Olive Oil," Read said.

"We are pleased that Australian supermarkets are proud stockists of our products, all of which are 100% grown, produced, and packaged locally – and all by Cobram Estate!"

Cobram Estate credits its market-leader status to specialised staff and unique processing techniques, which have allowed for constant product development of new flavour profiles.

"Cobram Estate is a driver in unique flavoured oils," Read said.

"We understand and value the importance of consumer education and have developed this over the past 12 months by encouraging our customers to stock more than one flavour of Extra Virgin Olive Oil and to experiment with the flavours."

Cobram Estate's recent winning varieties are unique from other brands, and from each other.

- **Fresh & Fruity** is a must-have, multi-award winning and aromatic oil. Its multi-faceted applications can slide anywhere from the sizzling sides of a kitchen wok to the white dipping dish on a gourmet antipasto platter. Awarded for the Best oil in Show, it's an all-round winner.
- But if you like your dinner-parties with a little more pep, the **Rich & Robust** variety is a perfect selection! Let the aromas diffuse the room as this intense oil gives a flavoursome boost to sauces, stews and savoury treats. This back-to-back Gold Winner sits nicely alongside the Fresh & Fruity variety in any pantry. This is the second 2008 gold for Rich & Robust. This superior product also won the gold in the 2008 NSW Northern Extra Virgin Olive Oil show.
- It's only natural to kick in to neutral mode from time-to-time, so take a healthy breather and let Cobram Estate's **Light & Delicate** variety provide comfort and delicacy to the very finest of foods. Mild in flavour and new to the shelf, Cobram's baby has silver-award winning status and is ideal for all cooking applications.

For further details please contact Ashley Read on (03) 9646 6081 or visit www.cobramestate.com.au.