



COBRAM ESTATE DECLARED AUSTRALIA'S BEST OLIVE OIL

AUSTRALIA, 28 OCTOBER 2009 – Cobram Estate was last night announced as the winner of the Best Oil in Show at the prestigious 13th National Australian Olive Association (AOA) Extra Virgin Olive Oil (EVOO) Awards. This achievement topped off a highly successful awards season for Australia's leading home-grown olive oil brand.

The winning oil, Cobram Estate Hojiblanca, was recognized for outstanding quality and excellence in a competitive field. In doing so the oil was awarded the shows highest score of 18 out of a possible 20 points. Cobram Estate's flagship supermarket oils, Fresh & Fruity and Rich & Robust, also achieved outstanding success, with both oils receiving silver medals.

"We are incredibly excited to win these distinguished awards," Leandro Ravetti, Executive Director of Boundary Bend, the parent company of Cobram Estate, said. "It is recognition of Cobram Estate's dedication and commitment to quality and excellence in the growing, harvesting and production of EVOOs".

"As Australia's leading vertically-integrated olive producer, we have the ability to select and bottle only the best and purest EVOOs produced on our estates, and we are proud that these efforts have been recognized by the AOA" Leandro added.

100% of Cobram Estate's oils are certified by the Australian Olive Association's 'Code of Practice' and bear the logo.

The AOA National awards are the pinnacle within the Australian olive industry. This year more than 200 entries were submitted – the highest number of entries in the award's history – with Cobram Estate submitting five entries for Picual, Hojiblanca, Premiere, Rich & Robust and Fresh & Fruity in three classes. Hojiblanca and Picual both won Gold, whilst Premiere, Rich & Robust and Fresh & Fruity won Silver. The awards were judged at Restaurant Pendolino in the Strand, Sydney by twenty-seven judges at the end of September, with the winners announced at the National Press Club in Canberra.



Cobram Estate's EVOOs have been decorated with a prestigious list of gold, silver and bronze awards, including the following 2009 Gold medal highlights:

- Gold medal in the 2009 Brisbane Ekka EVOO Awards, class 2 (Fresh & Fruity)
- Gold medal in the Olive Producers (NE VIC) Inc., 10th Annual Golden Olive Awards, 2009, class 4 (Fresh & Fruity)
- Gold medal in the 2009 Sydney Royal Fine Food Show – Olive Oil Competition, class 6 (Champion Varietal in Show, Hojiblanca)
- Gold medal in the 2009 Brisbane Ekka EVOO Awards, class 2 (Hojiblanca)
- Gold medal in the 2009 Royal Canberra EVOO Show, class 5 (Hojiblanca)
- Gold medal in the Olive Producers (NE VIC) Inc., 10th Annual Golden Olive Awards, 2009, class 4 (Hojiblanca)
- Gold medal in the 2009 Los Angeles International EVOO Competition, Australian blends category (Hojiblanca)
- Gold medal in the 2009 Sydney Royal Fine Food Show – Olive Oil Competition, class 6 (Picual)

Cobram Estate produces two award-winning ranges of EVOOs, the Everyday Range and the Premium Range. The award-winning oils in the Everyday Range are a combination of leading varieties, skillfully crafted together by the Estate's panel of master blenders to maximize quality and ensure consistency from year to year. The Premium Range is the Estate's single varietal range, which is harvested very early and produced at the lowest temperatures to maximize flavour and freshness, and retain the complex flavour notes of single variety oils.

Cobram Estate's Everyday Range is available at Coles, Woolworths and leading independent supermarkets while the Premium Range including Hojiblanca is available at The Essential Ingredient, Black Pearl Epicure and gourmet food stores nationally.

**About Cobram Estate:**

Established in 1996, Cobram Estate is Australia's leading brand of home grown Extra Virgin Olive Oil. The brand was launched domestically in 2001, distributed through premium stockists including The Essential Ingredient in Melbourne and Sydney, and Black Pearl Epicure in Brisbane. In 2002, Cobram Estate entered the national retail market, listing its Fresh and Fruity EVOO in Coles Stores. It was the first 100 per cent Australian EVOO brand to take this step.

Cobram Estate launched an export range to the USA in 2003 and was closely followed by retail listings in Canada, the United Kingdom, Ireland, Germany, Holland, Belgium, Hong Kong, Singapore and South Korea.

In 2006, Cobram Estate became a subsidiary of Boundary Bend Limited, Australia's leading vertically integrated olive company. The additional resources, expertise and supply of premium EVOO elevated Cobram Estate to the position of the Number One Selling and awarded Australian EVOO brand in the domestic retail market.

Today, Cobram Estate employs more than 60 workers in its Boundary Bend and Boort groves, which grow more than fourteen varieties of olives and cover more than 6,500 hectares of pristine farmland in northern Victoria. Annually, the estate produces over 7 million litres of premium EVOO and, in, addition to the markets mentioned above, now exports to China, Japan, The Maldives and Thailand.

Cobram Estate's Everyday Range is available at Coles, Woolworths and leading independent supermarkets while the Ultra-Premium Range is available at The Essential Ingredient and gourmet food stores nationally.

W: www.cobramestate.com.au

Media Contact:

Sonia Rendigs
T: 03 9836 2167 ext.1
M: 0410 588 196
E: Sonia@mediamoguls.com.au

Talia Lynch
T: 03 9836 2167 ext.3
M: 0412 568 340
E: Talia@mediamoguls.com.au

Caryn Ng
T: 03 9836 2167 ext.6
M: 0488 664 857
E: Caryn@mediamoguls.com.au